

The Sonoma
Index-Tribune
Supplement and
OFFICIAL PROGRAM

34th Annual

Sept. 19, 20 & 21 1980

VALLEY OF THE MOON
VINTAGE FESTIVAL

Color photo by Richard Amman, Balloon by "Sonoma Thunder," Vineyard by Valley of the Moon Winery

Volunteers-- 1980

Carol Sharp, Heidi Loken, Alice Hedges, Steve Moore, Jo James, Judy Garner, Mary Price, Rene Longstalat, Nancy Lynch, Pat Goin, Georgia Anderson, Arianna Hall, Sonoma Valley Lions' CLub, Britt's Bandits, Pat Sutter, Jill Kleinheinz, Frank Cherms, Paul Brabant, Tom Hoover, Larry Lorene, George Farnsworth, Mike James, Dennis Pautsch, Bill Peters, John Thomas, Henry Riboni, Joan Capps, Frank Cummings, Norm McCarron, Bob LaShells, Chris Brabant, Wanda Thomas, Richard Ward, Lyle Goin, Shirley Rist, Carl August, Charlene Patsch, John Licata, Jim Hyde, Bob Carver, Dottie Murphy, Sharon Smith, Dr. Clinton Lane, Jim Giacomazzi, Kristin Leslie, Peter Steinhart, Odessa Greengrass, Frank Greengrass, Rose McDaniels, Marisa Licata, Carol Biederman, Susan Scarborough, Alan Biels, Darlene Biels, Martha LaShells, Al Kilchherr, Micki Luther, Toni Schaffner, Shorty Griewe, Charles Cook, Darold Luther, Ray Morris, Shirley Michaelson, Robbin Savage, Timothy Savage, Lulu Lewis, Carol, Kim & Kelly Morris, Phyllis Medeiros, Shelly Carver, Susie & Marie Borgeo, Elaine Sheffer, Dorylene Ruggles.

This list may have several omissions. Any oversights are regretted by the Valley of the Moon Vintage Festival Association Board of Directors.

The Care-A-Van organization has donated the use of its busses to transport patrons to the 1980 wine-tasting party at Buena Vista Winery Friday, September 19.

Parade judges

Judges for the 1980 Vintage Festival parade include Lilliam Smith, Shorty Michaelson, Robbin Savage and Timothy Savage, horses (Division Five); Mickey Luther and Darrell Luther, vehicle & bicycle (Divisions Two & Three); Harv Holly, Sydney Holly and Phil Tyler, walking & marching units (Divisions One & Four).

Line-up assistants include Charles Cook and Karen Wright. Carol Sharp and Lyle Goin are in charge of the sign-ups. Coordinator and parade chairman is Hunt Sharp.

Festival booths

Sonoma Valley non-profit organizations and clubs contribute to the Vintage Festival each year by manning and supplying food, game and entertainment booths, which are maintained in the plaza.

Groups sponsoring food booths this year include **Sonoma High School Booster Club** (iced tea, hot dogs, french fries, crab & shrimp cocktails); **St. Francis Parents' Club** (popcorn, sno cones, cotton candy); **Church of Jesus Christ LDS** (apple pie); **Sassarini Organization of Parents and Teachers** (deli sandwiches, milk); **Adobe Grange 796** (tacos, coffee); **Catholic Community Services Auxiliary** (wine, glasses, cheeses, bread); **Flowery School Parents Club** (fruit, fruit juices); **Sonoma Valley Lions' Club,** (Pepsi cola drinks); **Optimists Club,** (pizza); **Athena House,** (homemade ice cream); **Sonoma Valley Rodeo Association,** (salads); **St. Francis Parents' Club,** (spaghetti).

Groups sponsoring game booths include **Women of the Moose** (children's balloon games); **Sonoma Ballet Conservatory Guild** (puppet games and nutcracker dolls); **Boy Scouts** (Salami Throw); **Valley of the Moon Lions Club** (Ball Throw); **Sonoma Sea Dragons** (Dunking Booth); and **Catholic Youth Group** (Clown face painting).

In addition to the food and game booths, the **Sonoma Valley Art Center** will hold its annual arts & crafts show at the Northwest corner of the plaza, the **Soroptimists of Sonoma Valley** will staff the Information Booth and **SAVES of Sonoma** will man the first aid booth and provide CPR demonstrations.

AT THE COMMUNITY CENTER

276 E. Napa st.
Both Saturday and Sunday

Flower Show **Garden Display** **Country Kitchen**
(Auspices of the Valley of the Moon Garden Club)

Display of Gems and Rocks
(Valley of the Moon Gem and Mineral Club)

Arts and Crafts Displays

All activities at the Center will be from 10 a.m. to 5 p.m.

INFORMATION CENTER

Located in the center of Sonoma Plaza at the head of Broadway.
(Staffed by members of the Soroptimist Club)

THE HOMETOWN PARADE

One of the Vintage Festival highlights, especially for the participating children, is the old-fashioned Hometown Parade to take place around the Plaza on Sunday, beginning at 2 p.m. Just find a spot anywhere on the East, South and West sides of the Plaza and you'll have a front row seat along the line of march. Prizes will be awarded in a variety of categories. Grand marshals for the parade are the descendants of General Mariano Vallejo and Count Agoston Haraszthy -- Jan Haraszthy and Jean and Eduardo Vallejo.

WINDOW DISPLAYS

A free map of businesses participating in the annual Vintage Festival window display contest is available in the Plaza at the information booth during the Festival.

Categories of competition this year include Historical -- 1) Individual or 2) Group or Antique Shop; Indian; Commerical, in which the participating business creates a window decor showing how that particular business would have looked 100 years ago.

There is also a category for stores who wish to participate but do not wish to be judged. Judges are Bob and Grace Greer of Castro Valley and Joan Carroll of Bradley, England.

MULE-DRAWN WAGON RIDES

There will be a mule-drawn wagon ride around the Plaza both days. The ride will pick up its passengers at the northeast corner of the Plaza for a ride around the square. The wagon will operate from 11 a.m. to 5 p.m. on Saturday and from 11 a.m. to 2 p.m. on Sunday. Tickets are 75 cents per person.

Invited to Festival as Honored guests

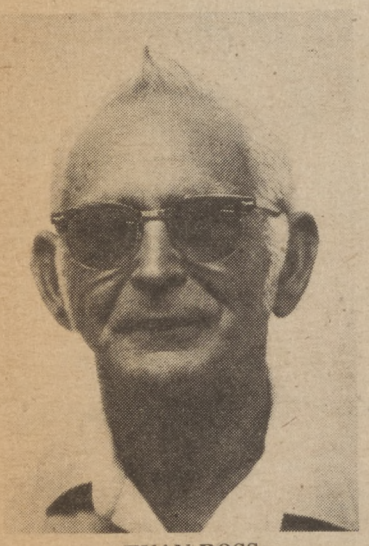
Invited to be honor guests at the Vintage Festival's Blessing of the Grapes ceremony on Saturday are U.S. Senators Alan Cranston and S.I. Hayakawa, Congressman Don Clausen, State Senator James Nielsen, Assemblyman Mike Gage, Supervisor Brian Kahn, Mayor of Sonoma Henri Riboni and Sonoma's five honorary alcaldes -- Henri Maysonnave, August Pinelli, Jerry Casson, Robert M. Lynch and current alcalde Daniel T. Ruggles.

Officers 1980

VALLEY OF THE MOON VINTAGE FESTIVAL

ASSOCIATION, INC.

Sonoma, Calif.



EVAN ROSS
President



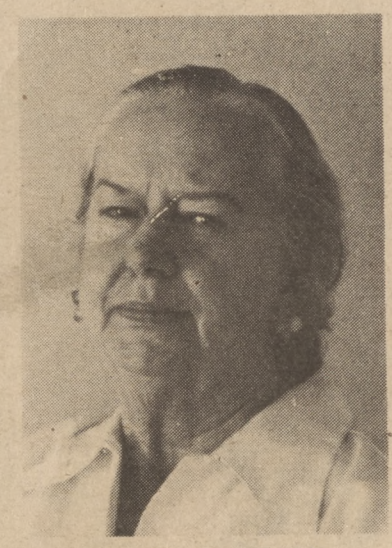
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JEANNE LICATA
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Recording Secretary



JEAN K. T. CARTER
Corresponding Secretary



BLYTHE CARVER
Treasurer



HUNT SHARP
Parliamentarian

President's message

On this occasion I would like to take this opportunity to welcome all of you who have come to participate in our Vintage Festival.

The first recorded "Vintage Festival" was held in 1897 in Pansy Valley, on the Rhine Farm, near Sonoma. It must have been quite a sight to witness the gathering of all the Valley people with their surreys, spring wagons, carts and saddle horses. Every family packed a picnic lunch. There was singing, dancing and visiting with one another far into the night.

Traditionally, the Vintage Festival recognizes and affords tribute to the beginning of the Wine Industry in California by holding an appropriate ceremony depicting the original "Blessing of the Grapes." The true history of Sonoma is depicted in the re-enactment of the Vallejo-Haraszthy Wedding and other events. Our goal this year has been to take you back to those good days.

Today, on its 33rd anniversary, the Valley of the Moon Vintage Festival Association, a volunteer, non-profit organization has as its sole function the task of putting on the Festival. Members are not connected with the City of Sonoma or the Chamber of Commerce.

The Board members work hard all year to assure the Vintage Festival will not be just a memory of the past.

The future of the Vintage Festival depends primarily on those of us who desire this heritage to be protected and preserved for others to enjoy. We ask you all to join with us in our efforts to perpetuate this unique event for the future generations of this lovely valley.

Thank you for your support and we hope that this has been a truly enjoyable and memorable experience for all.

Sincerely,
Evan E. Ross, President
Valley of the Moon
Vintage Festival Association, 1980

Events chairmen

BLESSING OF THE GRAPES.....David Small
PATRONS.....Jean Petersen
PARADE.....Hunt Sharp
BOOTHS.....Jeanne Licata
PUBLICITY.....Beverly Babb
COSTUMES.....Doreen Danzart
WINDOWS.....Bonni Riboni
WINE TASTING.....Madeleine Cook
HISTORIAN.....Jean K.T. Carter
MUSIC.....Dan Ruggles
RIDES.....Paul Sheffer
HOSPITALITY.....Pat Goin & Claudia Morris
WEDDING.....Blythe Carver
GAMBLING NIGHT..Hunt Sharp (Frank Cherms, Kevin Austin)
RUMMAGE SALE.....Evan Ross & Jeanne Licata
LOGISTICS.....Robert Petersen
FASHION SHOW.....Jack & Beverly Babb

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1947 - James F. Lyttle
1948 - Dan Ruggles
1948 - August Pinelli
1949 - Carolyn Wolfe
1950 - Armand Franquelin*
1951 - Mrs. Orson Linn*
1952 - Howard Blank*
1953 - Charles E. Cochran
1954 - Carolyn Wolfe
1955 - Harry Phinney*
1956 - E.L. Richardson*
1957 - Esther P. Gowans
1959 - Col. J.V. Thebaud
1960 - Luis Vela
1961 - Hudson Auberlin
1962 - R. H. (Bob) Brown
1963 - Ray Sampson
1964 - George Powell
1965-66 - Robert Cannard
1967 - Henri Maysonnave
1968 - Dr. Allan Querin
1969 - Jack Adams
1970-71 - Col. Paul Walker
1972 - Merlyn Hunter
1973 - Dr. Ralph Kelly
1974 - Sue Stanley
1975 Toni Schaffner
1976 - Elaine Sheffer
1977-78 - Dorene Musilli
1979 - Frank Cummings
*Deceased

AMONG VINTAGE FESTIVAL FEATURES



Blessing of the grapes

The Blessing of the Grapes ceremony is the initial observance in the two-day program of Sonoma Valley's annual Vintage Festival. Father Jose of the Franciscan Order in San Francisco will perform this year's Blessing, Saturday at 11 a.m. in front of the Mission. Last year, Rev. Martin Knutsen, above, conducted the blessing, which signals the beginning of the harvest and the start of the two-day celebration.



Annual Firemen's water fight

Sunday at 3:30 p.m. representatives from valley fire departments will joust in the annual Fireman's Waterfight on Spain st. in front of the Barracks. The crowd becomes an active participant as the spray from the hoses spreads outward. The fight is a welcome relief from the usually hot afternoon and provides laughs and entertainment for the observers.

Old photographs exhibit

The League for Historic Preservation will have a unique display of old photographs, depicting many of the Sonoma Valley wineries and the people working and living in Sonoma in years past. There will also be some old home and business furnishings on display.

The exhibit will be at the Vasquez House in El Paseo courtyard, off First st. east on the Plaza. The Vasquez House serves as headquarters for the league.

The Vasquez House is open to the public Wednesdays through Sundays from 1 to 5 p.m.

Board members

Jack Babb
Beverly Babb
Jean K. T. Carter
Blythe Carver
Cindy Carver (Youth rep)
Madeleine Cook
Doreen Danzart
Frank Garner
Jeanne Licata
Chris Minear
Rose Murphy
Bob Petersen
Jean Petersen
Bonni Riboni
Evan Ross
Dan Ruggles
Anna Sue Schlobohm
Hunt Sharp
Paul Sheffer
David Small
Lillian Smith
Karen Wright

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Wells Fargo Bank



STANDING ON ONE of the rocks upon which his ancestors stood in 1897 during the celebration of Sonoma's first Vintage Festival is Gundlach-Bundschu winery owner Jim Bundschu.

Birth of the Vintage Festival

Greek drama of long ago led to Sonoma tradition

By JACKIE KRAMER

Picture a lush green valley ringed with tall oaks, carpeted with soft grass, and a full silver moon lighting the night sky. Moonbeams gild the leaves of the trees, and the fragrance of night-blooming vines is borne on the light breeze that ruffles the leaves.

A goatherd with his staff climbs nimbly on to one of the boulders, and a dark-eyed, toga-clad maiden tucks a flower into the cloud of dark hair she has twisted into a chignon.

A moonlit night at the Parthenon? A fantasy trip to the Acropolis of history? No, indeed.

The beautiful setting is Sonoma's own Vale of Pansies as it was when the Vintage Festival was born there nearly 83 years ago on October 9, 1897.

That first festival had a Grecian theme, and a cast of players clad in togas and goatskins portrayed vineyardists, herdsmen, nymphs and deities in an "out-door revel at the Rhine Farm," said the San Francisco Call newspaper.

The two-act sentimental love story was a romantic one conceived by then high school principal Benjamin Weed, with music by Hugh and G. Maxwell.

THE VALE of Pansies at the Rhine Farm estate of the Gundlach-Bundschu and Dresel pioneer winemaker families was a perfect setting for the acting out of "Greek Mythology given life in a moonlit mountain canyon," another phrase from the poetic San Francisco Call reporter.

The newspaper advised "if you long for the peaceful joy of Arcadia, take the Tiburon boat, which brings you to Sonoma at half past seven in the evening. Step into an open carriage when you get to Sonoma Town, drive along the sweet-scented moonlit tree-shadowed road for about two miles until you come to the mountain -- follow carefully, for the end of the road is Arcadia."

"Arcadia" was a natural amphitheater, with gnarled oaks serving as scenery and grassy hillsides for the orchestra. The drama portrayed that night was a moving, romantic one involving the daughter of a vineyardist, Corola, and Corydon, a young goathered.

The roles of the lovers were taken by Miss Gundlach and Benjamin Weed. The Greek god Bacchus was sung by San Francisco opera star Robert Bien in his rich, baritone voice. Portraying a goathered was H. Gundlach, and many vintagers were portrayed by members of the Bundschu and Gundlach families.

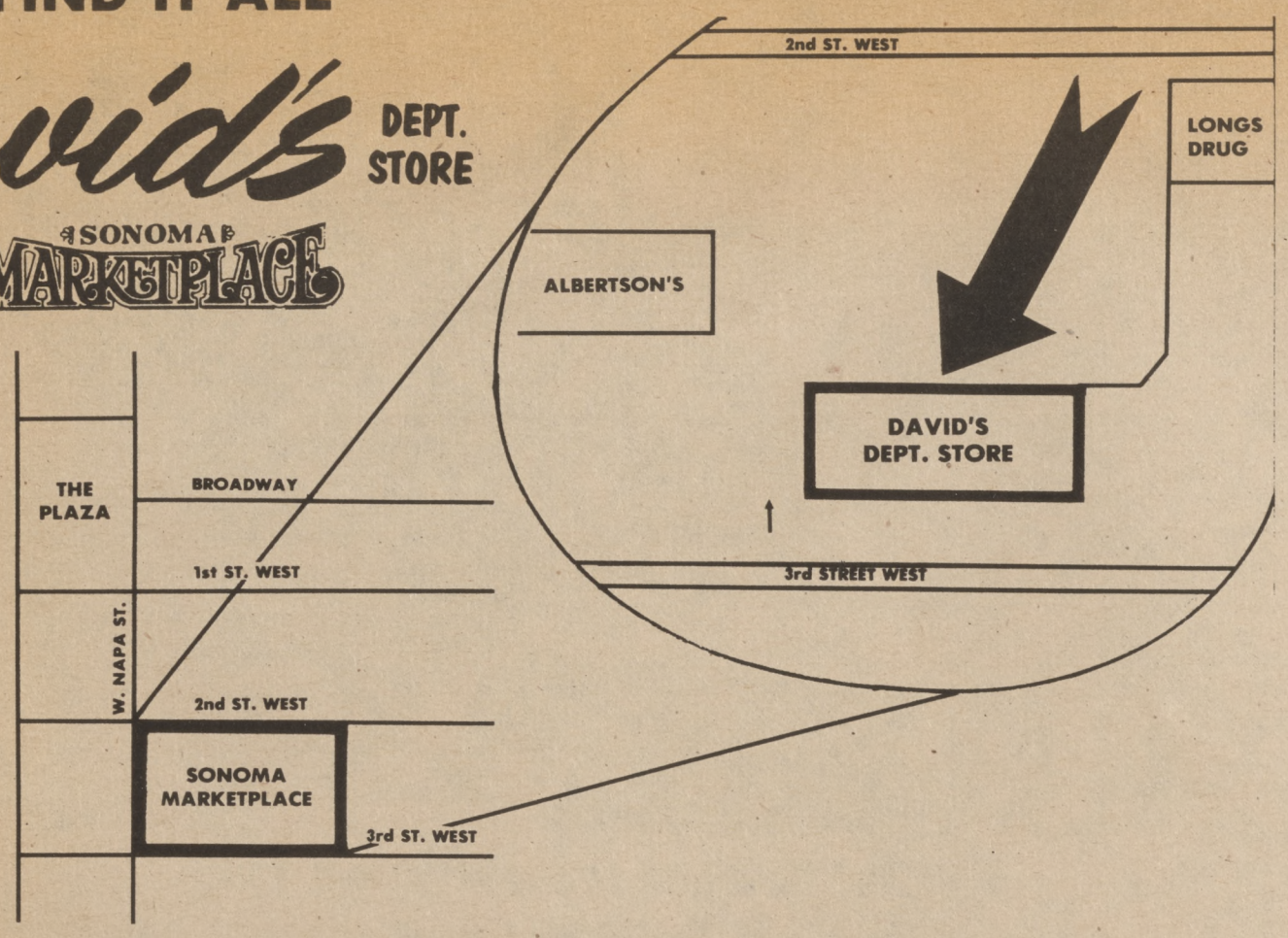
It's easy to imagine what it must have been like then, the night as soft and black as velvet, trees swaying gently in the autumn breeze, and spectators camped under the stars watching the drama unfold before their eyes.

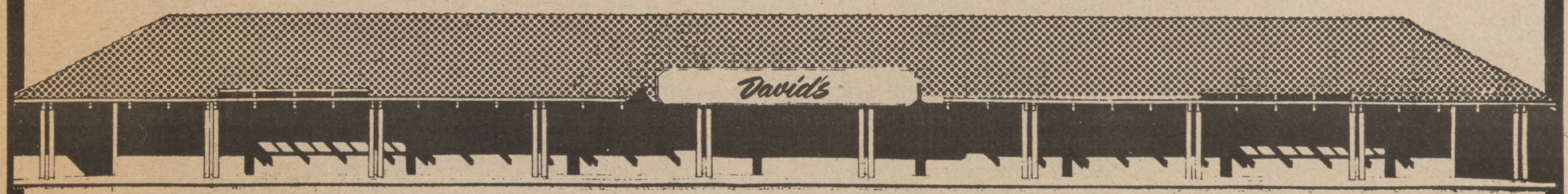
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at David's DEPT. STORE

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At The Entrance To Sonoma Valley



FRESH:

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Imported Olives
Dried Fruits

Honey
Beans & Rice
The Finest Sonoma
Napa & California Wines



The Metalinos Family Welcomes You
To The Vintage Festival

THE FRUIT BASKET

Arnold Drive — Opposite Schellville Airport

938-4332

Greek drama of long ago led to tradition

Continued from page 5

PANSY VALLEY today is a sad reminder that civilization is not always an improvement over the way things were. It is overgrazed, the hard, stony ground showing the dry, cracked earth, with only sparse shoots of grass struggling for survival.

The lovely lines of the natural amphitheater are still there, and the rocks on which those early thespians stood so long ago are in place yet. The ancient oaks still ring the meadow, and its former loveliness could be restored, should anyone care enough to do so.

Jim Bundschu stood one day recently on those same rocks on which his forefathers stood those many years ago, saddened by the neglect of this historic spot. He reminisced as he gazed out over the dry earth, noting that stones from the quarry nearby were used to build his parents home and the Gundlach-Bundschu winery building.

The winery is one of very few left that is completely family-owned, and also one of the few that uses only Sonoma Valley grapes in making their wine. The family intends to keep it that way. The winery has been in the family for 124 years now, and the old stone winery building itself is 121 years old.

The winery was a mass producer of highly respected wines in the late 1800's, when co-founder Charles Bundschu, Jim's great-grandfather and Jacob Gundlach were operating the Rhine Farm. Julius Dresel was also a partner in the business for a short time.

THEIR wines were transported from the south Sonoma Valley area by boat and train to San Francisco where they were stored in warehouses. The fire following the famed San Francisco earthquake of 1906 destroyed much of their products.

Although fire did not stop the vintners, prohibition and Jim's grandmother, Sadie did. "She was a strict prohibitionist, and she simply padlocked the winery," Jim grinned.

On Halloween night, 1970, Jim and his brother-in-law John Merritt decided it was time to resurrect the long forgotten cobblestone winery that had been in the family for so many years. Ten years later, Gundlach-Bundschu wines have earned a fine reputation and walked off with many awards.

Jim has brought a new bride to live on the Rhine Farm (Nancy), and during the past year they have added a 12,000 square foot fermentation cellar directly south of the winery, to hold cases of fermenting wine, and to use for aging and barrel storage.

Changes are few, however, at this historic winery, and Jim notes that "we're proceeding at a risk-free pace. We know our capabilities and the winery's capabilities, and won't extend ourselves too far. We're going to be in business for a long time, and we don't want to make any mistakes."

JIM'S GOAL is to grow just enough grapes so that the winery can estate bottle all of the wine made from grapes grown on the Rhine Farm vineyards, a goal he hopes can be achieved in about 10 years.

"And as soon as we reach that goal," the hard-working vineyardist says with a grin, "I'm gonna' go fishing!"

Mission vineyards preserved

The vineyard first planted to serve the Mission Sonoma in 1825 has been preserved by the Sebastiani family and this year marks its 155th anniversary.

The first in California's chain of 21 missions founded by Father Junipero Serra is Mission San Diego, where the first vineyard in the state was set out in 1769. Later, in the year 1781, Father Serra wrote to the San Diego Mission saying, "I hope also that the corn prospered and that the grape vines are living and thriving for this lack of altar wine is already becoming unbearable."

It was the mission padres who brought to "Californios" their knowledge of vines and wine. Every mission had its vineyards, except San Francisco (Mission Dolores). The heavy fog made it nigh impossible for grapes to thrive, even the hardy variety which became known as the "Mission Grape."

THE "MISSION" variety, vigorous and heavy bearing but low in acid and color, produced a rather flat wine that nevertheless must have tasted very good indeed to the padres and not a few dusty caballeros whose spurs jingled along El Camino Real.

When the padres planted their vineyard at Sonoma -- the last and most northernmost of their mission chain -- could they have known that it was here, many, many years later, that some of the world's finest wines would be produced? Some say they knew.





AN ADOBE WITH A HISTORY, El Dorado is among the first adobe buildings erected in Sonoma by Don Salvado Vallejo. He was a brother of General Mariano G. Vallejo, founder of Sonoma in 1835. The adobe building on the west side of the Sonoma Plaza, which includes El Dorado, was a favorite hotel in the forties. Pierce & Randolph were the best known proprietors after the Bear Flag raising and American occupancy. The Salvador Vallejo adobe was also an early school, and theatrical performances were held upstairs with an entrance on Spain street.

CHAMPAGNE BREAKFAST
Saturdays, Sundays & Holidays from 8:30 a.m.

El Dorado

OPEN FROM 8:30 A.M.

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NORTHWEST CORNER OF SONOMA PLAZA

In the beginning

When the wine first began to flow in the Valley of the Moon

By JERRY PARKER

On one of these hazy, hypnotic fall days, if you stand in front of the Mission San Francisco Solano de Sonoma, you can picture the scene in your mind.

You can imagine that memorable day, in the 1820s, when they first started to produce wine in Sonoma Valley.

You can visualize the founder of the mission in 1823, Padre Jose Altimira, directing the labors of his Indian neophytes. They are tromping on leather bags in which are Mission Vinifera grapes being crushed.

FROM THEIR efforts came a palatable red wine that was the ancestor of the royal vintages which abound here today. We must pause to give the Franciscan friar and his bronzed helpers a silent, heartfelt toast.

The Mission grape was brought to California by that farseeing mystic, Padre Junipero Serra, who began the creation of our mission chain in 1769 with the establishment of the mission at San Diego.

This grape had been used for winemaking at the Franciscan missions in Mexico.

Wine authority Leon D. Adams says the date when the Mission grape was introduced in California is still in dispute. Some say it was planted first at Mission San Juan Capistrano in 1779.

LET US ASSUME, with Adams, that Serra planted them at San Diego. Then the first vintage, he says, could have been 1773. For the next 60 years, the only wine made in California was produced by the Franciscans at their Mission outposts.

It was used for sacramental purposes and also at the table and as a medicine.

Adams says the Mission grape, also called the Criolla, was an inferior variety. But the wine made from it kept the friars, the Indians, the Mexican soldiers and the early settlers happy.

THE GRAPE was grown for two centuries in Mexico before it was brought to California. The story is told that it probably grew from a seed brought from Spain to Mexico by the conquistadores.

By September, 1824, Padre Altimira had around 5,000 vines of the Mission grape here. In those days, according to Sonoma wine historian William Heintz, the vines were planted about 1,000 to the acre.

Thus there were approximately five acres of grapes under cultivation here. The land devoted to grapes in Sonoma Valley today totals around 3,000 acres.

The California Wine and Wool Register had an article on the Mission grape in its first issue, dated January, 1863 at Sacramento.

IN HERE it is stated the Mission grape was known as Beni Carlo, a derivation froim Bene Carlo, or Good Charles, the name given to the grape in Spain.

It was said to be celebrated in Spain for its productiveness, hardiness and saccharine qualities.

The editor of the Register, however, deemed the grape's saccharine character something of a drawback. He said it was too sweet for a good wine and when kept too long developed too much acidity.

WHAT THE Register said was the inferior quality of the wine, however, was attributed to poor winemaking technique and, in California at least, lack of cool wine cellars in which to complete the fermentation process.

In spite of all this, it was said that Beni Carlo wine, if kept three years in wood and two years in the bottle, compared favorably with other wines of more patrician character.

The Beni Carlo grape could be used to make a wine resembling port, said the Register, but you couldn't make a claret out of it.

IF MORE CARE were taken in working with it, the grape would probably make a wine that resembled a strong-bodied, intoxicating Burgundy, said the Register.

The first people, actually, to plant wine grapes in Sonoma County were the Russians, in 1812, at Fort Ross, it is somewhat embarrassing to note.

However, by the end of the decade of the 1820s, according to wine historian Irving McKee, the Sonoma Mission was making more than a thousand gallons of wine a year.

A GOOD DEAL of this output, surely, went toward something besides sacramental purposes, something besides the spiritual reclamation of man. Yet wine so burnishes all the senses that any sip of it restores both the soul and body.

A short toast of "Amen!" for that.

When the California missions were secularized in 1834 and the friars ousted by the Mexican government, finis was written to the native tradition of winemaking in the state.

It was a doleful time. As McKee wrote: "Cattle perished, fields languished and vineyards decayed."

In Sonoma Valley, it was left to the inestimable General Mariano G. Vallejo, founder of the city of Sonoma, to carry on the noble work started by the Franciscans.

IN 1836 he replanted the Sonoma Mission's grapes, placing them behind the Barracks on the north side of the Plaza. His winery was in the Barracks itself. He was the first to plant grapevines imported from Europe here.

Even before Count Agoston Haraszthy -- the Hungarian emigre who has been dubbed the Father of California Viticulture -- arrived on the scene here, in 1855, there was a flourishing wine industry, pioneered by Vallejo.

His compatriots expanded their

Please turn to page 10

The Sonoma Cheese Factory, home of "Sonoma Jack" cheese, had its beginnings nearly 50 years ago.

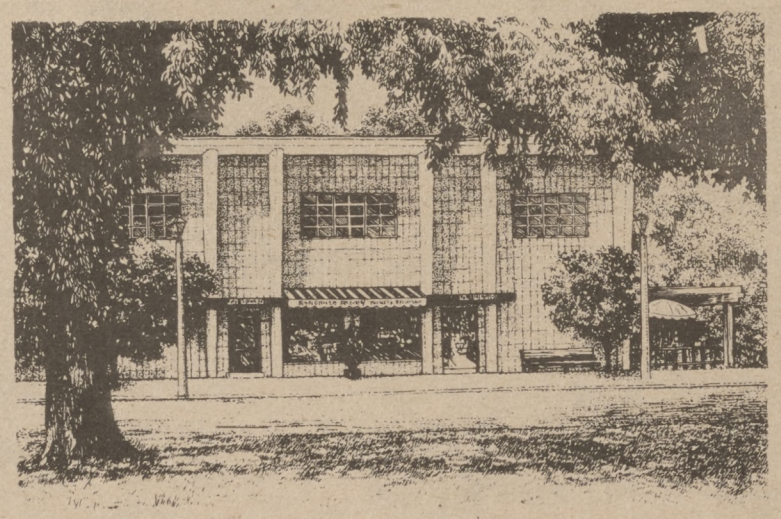
Celso Viviani, in partnership with Tom Vella, established The Sonoma Valley Creamery for cheese-making in 1931. The operation was located in what was originally The Sonoma Brewery building on 2nd st. east. Both Vella and Viviani had worked for Tom's older brother Joe Vella, owner of the Sonoma Mission Creamery.

In their 20 years together, the two men operated three other cheese plants -- one in Oregon, one in Ignacio and the Sonoma Mission Creamery on Spain street where La Casa Restaurant is now.

SONOMA CHEESE FACTORY



Celso Viviani



2 Spain St. On the Plaza
938-JACK

The present Cheese Factory was built in 1945; in 1948 the two partners realigned their businesses, Tom continuing cheese-making at the other locations. Celso Viviani, with his son Lawrence (Pete) now a partner, continued to make cheese at 2 Spain st. Celso retired in 1953 and died in 1955 at the age of 69.

In 1968 Dave Viviani and Fred Harland joined with Pete in partnership. They greatly expanded the operation to include a large delicatessen, wine shop and catering business.

Today cheese-making continues with the production of golden Sonoma Cheddar, Caraway Jack, Teleme and the house specialty, Sonoma Jack, made from a half-century old recipe.

Three generations of family tradition have been preserved at the Sonoma Cheese Factory, where time, quality and care go into cheese production.



Fred Harland, Pete Viviani, Dave Viviani

Valley winery now has sparkling wine facility

Chateau's bringing back the bubbly

By Seanna Browder

Ah, champagne! No one makes the bubbly like the French. No one that is until Chateau St. Jean of Kenwood.

For proper wine connoisseurs the only way a sparkling wine should be called champagne is if it's made in the Champagne region of France. The Chateau St. Jean winery is imitating the French methods so exactly that connoisseurs just might dub their sparkling wine to be California's first "champagne".

"We wanted to start at ground zero and take the French approach to develop our sparkling wine," said Allan Hemphill, president of Chateau St. Jean. "We are the first to make a strong commitment to making sparkling wines the traditional way.'

The winery began production this year in sparkling wines. Chateau St. Jean has been experimenting with sparkling wines since 1973 but just decided in 1979 to make a full scale commitment to commercial production.

The decision was made with plenty of experience backing the move. Hemphill, Richard Arrowood, the winemaster of Chateau St. Jean, and the winemaster behind the sparkling wine production, Pete Downs, have all worked for Korbel Champagne Cellars.

Downs went to France this spring to learn the traditional methods of making champagne and came back with some interesting techniques, such as the unique combination of grapes that the French use.

CHAMPAGNE is made with only two types of grapes in France, the Pinot Noir and the Chardonnay. Pinot Noir is a red grape and to produce the desirable clear color for champagne, the red grape must be pressed in a special presser where the juice is not in contact with the skins, which contain the pigmentation.

For this special process, Chateau St. Jean imported champagne pressing machines, Vaslin 4000s, from France. Few wineries in the United States have such machines.

Another French technique that Downs brought back with him was the art of aging sparkling

Please turn to page 10



AN UNIQUE system has been designed by winemaster Pete Downs of Chateau St. Jean (shown by the railing) for the production of their sparkling wine. Chateau St. Jean is producing the sparkling wine in the traditional French way and had to import special equipment from France. This is the first year of commercial production of sparkling wines for Chateau St. Jean and this year's harvest will be released in 1983.



This historic building on the Plaza is about 100 years old.

It was called the "Pink Cellar" when the Aguillon Winery used it for wine storage. Early in this century, the false front replaced the sloping roof and during the years that followed, the frame building became a harness shop, grocery store, poultry and feed operation and home for more than one family. In 1931, the Ruggles family opened their variety store here.

Today, you can shop upstairs at Accents for antiques and art work, including old, California paintings. On the street, Ruggles Music and Art Supplies continues to serve the Valley. Next door, Sign of the Bear presents a wide selection of the best kitchenware, tableware and gourmet gifts. So much under one roof it's worth an afternoon of browsing and buying!

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We invite your interest in the "Music Department" of the Sonoma Community Center, 276 East Napa Street, 938-4626 or 996-2590.
–Story in this Vintage Festival Issue.

In the beginning

Continued from page 8

operations feverishly during the latter half of the 19th century.

WE MUST LOOK back into the mists of time to salute them and to acknowledge our debt to these hardy Sonoma Valley vineyardists.

They inlcuded such men as Jacob Leese, Captain Nicholas Carriger, William M. Hill, Benjamin and Samuel Kelsey, Emil Dresel, Jacob Gundlach, Louis Tichner, Alfred V. LaMott, Colonel W. H. Rodgers.

C. L. Maxwell, Captain Charles Justi, Matthew Engler, James Hamilton, George A. Goess, William T. Thompson, John Gibson, William Hood, Dr. J. B. Warfield and Charles V. Stuart.

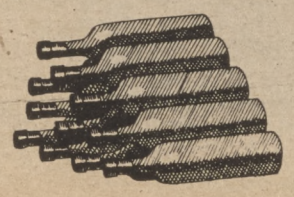
THEY BUILT on a foundation that had been created by the Franciscans and their Indian allies. So that even today the Sebastiani winery considers it good promotion to emphasize that they are working land once cultivated by the friars.

As Irving McKee wrote, the mission fathers, by raising the Mission grape, proved that the future state of California was auspiciously endowed for the production of wine.

"THEY MADE California wine," said McKee, "of sufficient quality to gain a high reputation throughout the coast and to some extent beyond it; theirs was, for a time, a profitable business. They trained wine growers who carried on the craft."

The great 19th century California historian Hubert Howe Bancroft, gave them his own accolade: "Viniculture," he wrote, "promised to develop largely and in time to become the most valuable of exports.

"The progress of agriculture was due to the friars and their Indians, who were the only industrious hands in the country."



Chateau is bubbling

Continued from page 9

wines. The aging process of sparkling wines is more sensitive than wine. "The yeast develops nuances (subtlety) with age," said Hemphill. "A bottle of champagne has to age 24 months by law in France. The average age of sparkling wines in California is 12 to 18 months."

The Chateau St. Jean sparkling wines will be aged for three years. This year's harvest will not be on the market until 1983. Hemphill said once the champagne is on the shelves it is ready to drink.

THE FRENCH style can't be imported to California without some adaptions. To recreate the traditional style a la California, Downs designed his own system.

Downs said "Nobody has a special process to handle the fruit like we do. It is a new concept, a different animal than what it is in France."

With all of the new equipment and techniques, Chateau St. Jean decided to locate the sparkling wine facility in Graton, located in the western sector of Sonoma County.

This decision was made for two reasons: to prevent any confusion with the production of Chateau St. Jean's fine wines in Kenwood and to have the processing as close to the vineyards as possible.

Most of the grapes are grown in Graton because sparkling wine grapes thrive in cool climates.

"The closer you are to the vineyard, the better," said Downs, the sparkling wines master. "Champagne grapes don't travel well, they are very fragile and immediate pressing is the best."

Chateau St. Jean is approaching the sparkling wine business with the same approach of their award-winning wines. Both will concentrate in a small wine area, with the best equipment and talent.

Hemphill project that there will be a limited production of 16,000 cases initially and five years from now will expand to approximately 60,000.

"We are trying to appeal to a special clientele who appreciates the use of special grapes, an unique process and our commitment to small scale," Hemphill concluded.

How to make a Wine Punch Delight



Into a large bowl, slice 1½ pounds of fresh peaches, (Apricots, berries, muscat grapes and pineapple chunks are delicious) and sprinkle with ½ cup fine granulated sugar and ½ cup Brandy. Let stand for two hours or so, then add a quart bottle of good red wine, Cabernet, perhaps; and one quart of Haut Sauterne. Chill. When guests are to arrive, pour punch into your loveliest bowl which contains a small piece of ice. Add one heaping tblsp. of finely chopped Rose Geranium leaves. Before serving, add a bottle of iced California Champagne. Will serve 10. If you want to serve more, add another bottle of Champagne.

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Want a good time? try being a W.I.N.O.

International organization now has a branch in Sonoma



THE ELEGANCE of Jordan Winery and a gourmet meal was just one of the many delightful experiences that a member of Sonoma's chapter of W.I.N.O. has been treated to. W.I.N.O. stands for Wine Investigation for Novices and Oenophiles and is an international organization that anyone can join. The club's purpose is to learn about wine and to have a good time in the process.

By SEANNA BROWDER

A typical W.I.N.O. doesn't drink out of a brown bag, lie in the gutter or have bad breath. About the only thing that typifies a W.I.N.O. is an interest in wine and a good time.

W.I.N.O. is an acronym for Wine Investigation for Novices and Oenophiles. An international organization with chapters across the United States, W.I.N.O. is an informal, relaxed way to learn about wine.

The Sonoma chapter of W.I.N.O., which began just this past May, is certainly having fun discovering the world of wine. They have dined on a gourmet meal at the Capri Restaurant while being served wine from Gundlauch-Bundschu Winery; been hosted at the Robert Mondavi Winery for a component tasting and have sampled the exceptional Cabernet Sauvigon of Jordan Winery on the lawn of a chateau.

Curtis Fromke, a Glen Ellen resident and a chemistry professor at Napa Junior College, started the Sonoma branch of W.I.N.O., the first chapter in the wine country. Membership fees are $20 with the price of each tasting varying between $15-$20. Anyone can join and Fromke reported that membership has boomed. The group consisted of 20 people at their first meeting and four months later has grown to 120 members.

Fromke has discovered that the Sonoma group is a mixture of those who work in wineries such as John Meritt of Gundlach-Bundschu Winery and those who want to learn about wine like William and Bev Raaka.

"WE GO because we enjoy the food and wine and it's just a good time," said Mrs. Raaka.

It's hard not to have a good time with the outings Fromke has planned. A good example is W.I.N.O.'s trip to Jordan Winery.

Jordan Winery is a breathtaking private winery that can be entered by invitation only. It is a huge yellow chateau that sits on a hill, looming like the sun over Alexander Valley. The dream of oil millionaire Thomas Jordan, the winery is presently dedicated to making only Cabernet Sauvignon.

Most W.I.N.O. members were in awe at the setting. "This was our first time to a W.I.N.O. tasting and I couldn't believe the place," said Tim Conway, a

Please turn to page 12

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Vintage Festival



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W.I.N.O.'S of Sonoma

Continued from page 11

marine engineer who lives in Sonoma.

The tasting and the meal following it were as spectacular as the setting. Jordan winemaster, Mike Rowan, gave the W.I.N.O. group samples of Cabernet Sauvignon from different vineyards and aged in different wine barrles. The group was then served an exotic meal of fresh quail terriene, thin slices of ham stuffed with Waldorf salad and a mixed cheese board prepared by Robert Schreck of the Oakmont Inn.

THE SETTING may be grand and intimidating but the atmosphere of a W.I.N.O. function is not. An expert's knowledge of wine is not required, just some taste buds. Conversation, though centered around wine, runs the gamut from the weather to sending the kids off to school.

"W.I.N.O. is a nice, relaxing, fun group and a chance to learn," said Margaret Paul, who was a member of the Fresno chapter for three years before moving to Napa.

People from all over have joined Sonoma chapter of W.I.N.O. because of its prime location in the wine country. There is even a



couple that travels from Modesto to Sonoma's W.I.N.O. tastings.

Fromke said "It seems as if all the wineries are joining this chapter. If we just go visit the wineries in our chapter, we will have enough tastings to last a year."

W.I.N.O. began in 1969 in the living room of Jerry Mead down in southern California. Mead, who is now a syndicated wine columnist, began his journalistic career writing in the W.I.N.O. newsletter.

"It was just a few friends who were interested in wine getting together. They had more friends who wanted to come. Soon it grew out of my front room into someone's converted garage, then into another chapter in Long Beach. It just mushroomed," Mead said.

The organization has expanded to over 30 chapters including one in Mexico City. Mead said that wherever he goes, W.I.N.O. groups are the same.

"They are friendly people interested in good wine, food and fun," he said.

That definitely puts the cork on Sonoma's vintage of W.I.N.O.

The great grape boom

The planting of grapes has been one of California agriculture's phenomenal developments of the past decade. In almost every area of the State new vineyards have been put in or plantings have been expanded. Most of the new grapes are destined to be made into wine, with the result that old wineries have expanded and new wineries have been built.

The prime reason for the dramatic expansion in the production of grapes for wine making has been the phenomenal increase in wine consumption throughout the nation. Between 1957 and 1979 it is estimated that U.S. sales of table wine increased by 60 million cases and the trend is still upward.

INCREASED CONSUMPTION

Why the consumption of wine has been increasing in the United States was the subject of an interesting paper by Dr. Kirby S. Moulton of the University of California at Berkeley.

He pointed out that cultural environment, geographic location, attitudes toward wine use, ethnic background, and advertising all influence wine consumption.

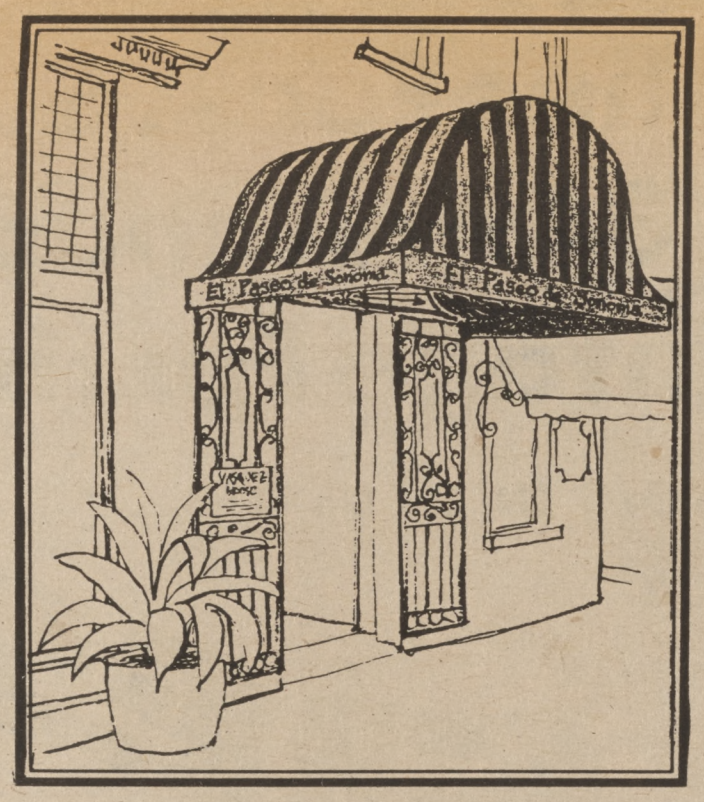
More important, however, Dr. Moulton believes that our higher general education level with its generally higher over-all income attainment, coupled with increasing emergence of women and young adults as wine drinkers, has led to our increase in over-all consumption.

The types of wine consumed by our nation's people have also changed. Dessert wines have given way to table wines. In 1937, according to Dr. Moulton, two bottles of dessert wine were consumed for every bottle of table wine, while today dessert wines only account for 20% of total wine consumption. Fruit wines are popular in many areas and so-called "pop wines" have proven popular with the young wine drinkers.

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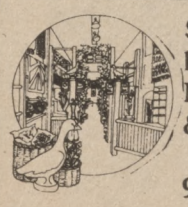
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Those names given to grapes and wines

Pinot Noir

The Pinot Noir originated in France and is the principal red grape of the Burgundy (Le Burgogne) region. The Pinot family of grapes is the most eminent family in wine grapes; the other two "pinots" being Pinot Blanc and Pinot Gris. Pinot Chardonnay is most generally considered not to be a true member of the Pinot family.

When planted in California the Pinots do not lose the ability to produce great wines. Soils rich in minerals and climates that are conducive to a steady growth are preferred. An early ripening variety, these grapes are among the first red wine grapes harvested in a given year.

Johannisberg Riesling

The Johannisberg Riesling is the only true Riesling. Sometimes called the White Riesling, it has been a native of the Rhine Valley since Roman times, and no evidence shows that it originated elsewhere.

The name Johannisberg is derived from Schloss Johannisberg on the Rhine where Charlemagne originally ordered grapes be planted.

The grape must be selectively planted, as it is subject to sunburn in areas which receive too much sun. It is, therefore, well-suited to the cooler regions of the North Coast Counties.

A shy bearer, and in many respects similar to Chardonnay -- the main similarity being that it and Chardonnay produce some of the finest white wines made in California.

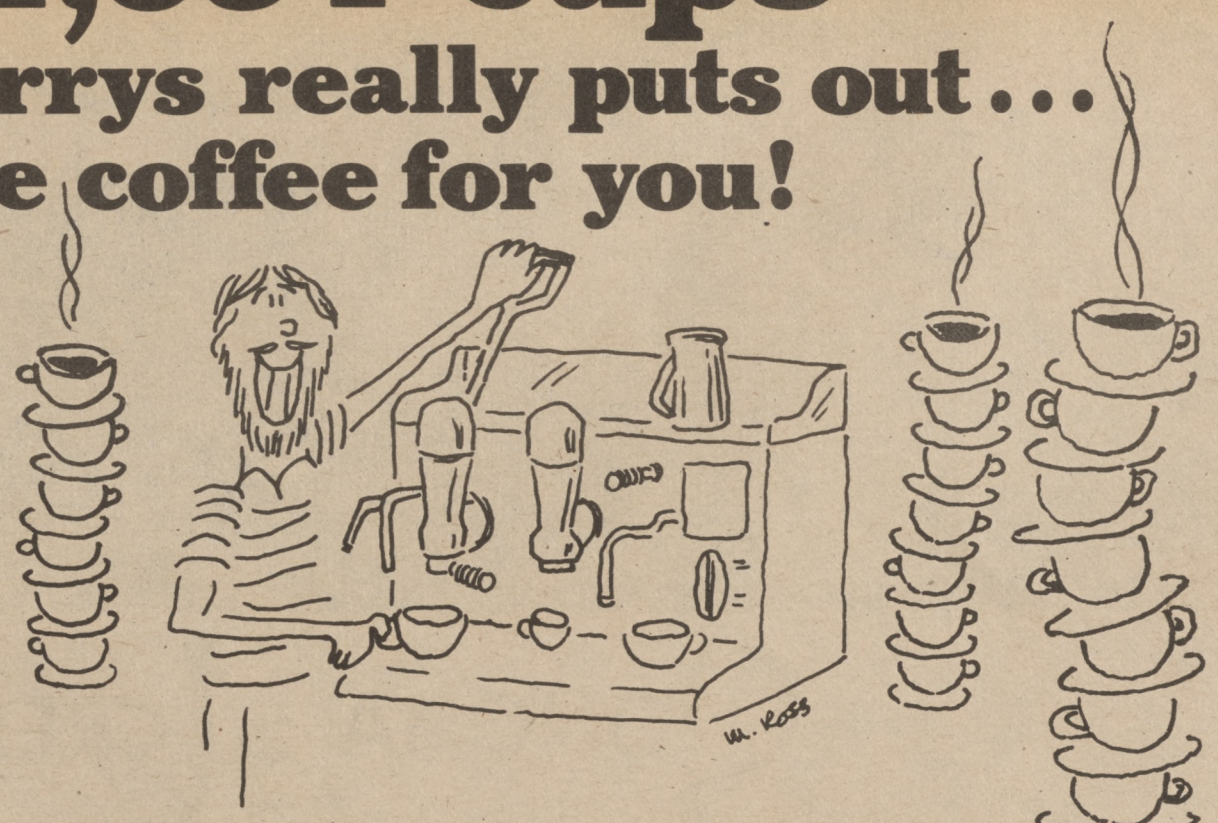
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Those names given to grapes and wines

Continued from Page 13

Sonoma Valley is one of the finest California districts for this variety.

Beaujolais

Beaujolais is the name of the southernmost part of the French Burgundy district. There, a grape named Gamay is the principal and most popular variety. Hence, it is called the Gamay du (of) Beaujolais or Gamay Beaujolais.

This grape name is causing some confusion in certain circles in America. Here it is called the Gamay (Napa Gamay), and legally we are entitled now to call wines made from it - Gamay Beaujolais. But wines made from the Pinot Noir grape are also entitled legally to be called Gamay Beaujolais. Contrarily, however, wines made of the Gamay grape are not allowed to be named Pinot Noir.

Further complication is brought about as many believe that a variety of grape exists which is exact in character to the Pinot Noir, but is in fact different. This grape is named Gamay Beaujolais and is more like the Pinot Noir not the Gamay. Wines made from this Gamay Beaujolais grape may be called either Gamay Beaujolais or Pinot Noir.

Green Hungarian

Legend has it that the variety was brought to the United States by Agoston Haraszthy in the 1860's, but somehow lost its identity in the process. The legend continues that the grape turned out to be green when planted and that, since Haraszthy was himself Hungarian, the grape was so named. Other studies indicate that it may have actually come from Hungary. However, there is no known European counterpart to the California Green Hungarian.

Green Hungarian is a variety that is usually and, unfortunately, grown in the wrong soils and climates. In hot areas with arid soils (where it is mostly planted) this variety produces well, but the resulting wines are flat, neutral and low in total acid. Such wines are useful only for blending in bulk wines. However, grown in the cooler North Coastal areas, in light to medium and gravelly soils, this grape produces a wine with distinct varietal characteristics and good sugar-acid balance.

Chenin Blanc

The Chenin Blanc grape originated in the Loire River Region of Central France. It is also known as the Pineau de la Loire. In California it is sometimes confused with the Pinot Blanc, and is at times erroneously referred to as White Pinot. It is important to remember that this is a distinct grape not related to the Pinots.

In France it is the sole variety responsible for Vouvray. In California its distinction is as great. Here it is bottled under its true name (it proliferates in Sonoma Valley), and is today considered one of the finest white grapes grown in the state. As in the other fine white varieties, this grape does best where the soils are rich and the sun is generous but not overwhelming.

Vin Rose'

The word Rose' is the French word for pink when applied to wine. It is used in almost every country where wine is produced or drunk. The word Vin is French for wine.

Rose's are produced in almost all wine-growing countries. A true Vin Rose' is by no means a blend of red and white but is a special product. The best are made from Grenache, Pinot Noir, Cabernet Franc, Gamay and several Italian grape varieties. They are served chilled and drunk young the world over. California Rose's are rated as excellent and are made principally from the Grenache grape.

The Grenache grape is interesing in that it produces different wines depending on the temperature affecting its growth. In cooler regions, such as Sonoma County, it produces a red juice. In the San Joaquin Valley it produces an almost white juice.

Grenache Rose'

The Grenache grape is found in Southern France, Northern Spain and Northern California.

Interestingly, this grape, while its best wines are its Rose's; such as, the Tavel of France, can also be vinified into red wines and dessert wines. It is used in the Chateauneuf du Pape, and differently vinified it makes the french dessert wine of Banyuls. These uses are dictated by the climatic conditions under which it is raised.

In the North Coast Counties of California, where the climate and soil is more conducive to the production of Table Wines, it best develops for use as a parent to the Vin Rose' and Grenache Rose'.

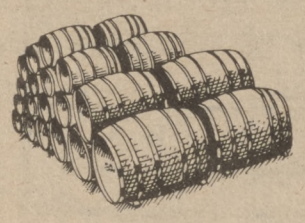
Chianti

Chianti is a generic red wine of the Tuscany region of Italy. In Italy there are two major variations in Chianti wine.

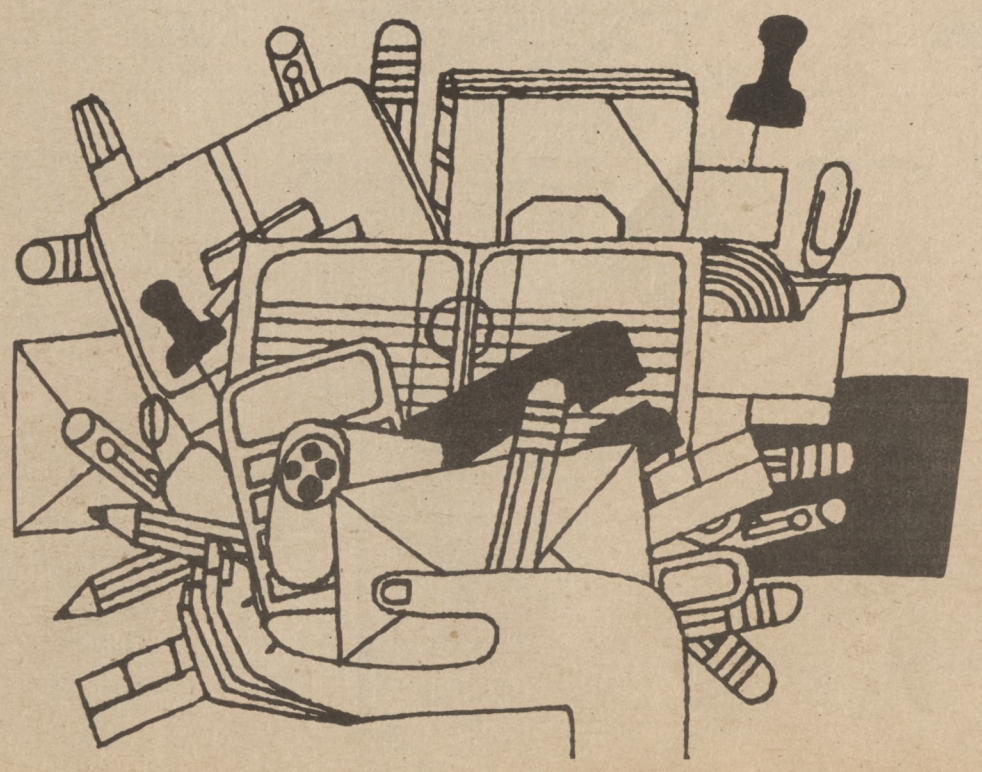
The first is a common Chianti, which is known for its familiar wicker-wrapped bottle. This is a light, young wine of agreeable character.

The second is called Clucinte Classico or "Classic" Chianti. This wine is shipped in the Claret style bottle and is known as one of Italy's best wines.

Please turn to Page 20



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They come to judge

Those persons behind the glasses at the wine competitions

By BECKY GOEHRING

Walk into any liquor store or wine shop about this time of year and you're apt to see signs proclaiming a certain wine "Gold Medal Winner L.A. County Fair" or "Bronze medal, Sonoma County Harvest Fair." If you're there trying to decide what wine to take to a dinner, those little hand-printed signs could sway your decision.

After all, the "experts" calculated the positives and the negatives of each wine in competition, right? And they know what they're doing? Right?

One couldn't dispute the fact that most experts know what they're doing, but when the elements of fatigue (from tasting too many wines), mental exertion and the extra effort to give each entry an equal shot combined, it can create a difficult situation for the wine judge.

"Most people think that judging is sitting in a quiet room sipping on wines and making decisions," noted Jim Carter, winemaker at Sebastiani Vineyards. "But it is generally fatiguing. Judges work their tails off to make decisions."

Carter was a judge at the Orange County Fair this year, one of the "heavyweights" of wine judgings. A medal from Orange County, L. A. County, and to a lesser extent, the Harvest Fair in Sonoma County, gives the wine an extra edge on the sales shelf, once that sticker or sign goes up classifying that wine as an "award winner."

"The consumer will put a lot of stock in a medal winner," Carter remarked. "People don't often know where a wine is coming from and if they walk into a shop and see the medal designation, they're apt to purchase that particular bottle. We can see that in our sales charts here at Sebastiani. When a wine wins, the sales go up."

WINE WRITER Rich Hinkle, who has served as a judge for the San Jose-Mercury News Wine Judging two years in succession and who will act as judge for the Harvest Fair in Santa Rosa in October, agrees.

"I think people put too much stock in judging results," Hinkle reflected. "The consumer will go out and buy a gold medal winner, when it may well be that the silver or bronze winner or even a non-winner, is as good if not better. It all boils down to whether you like or don't like a particular wine."

For Carter, the process of judging at the Orange County Fair was an exhausting experience, one which required a definite procedure to make it through without total fatigue of the sensory perceptions.

"I started with a group judging the blanc de noir varieties," Carter explained. "We had about 50 wines to taste, with flights of nine or 10 glasses at one time. Following that category, I judged the dry sherries."

In order to maintain, Carter made his initial judgements on the appearance and nose of the wine. "That allowed me to eliminate numerous wines on that basis alone. Then I began tasting with a method which would fatigue me the least."

That method was to put the wine in his mouth, swirl it around

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AS THE WINEMAKER at Sebastiani Vineyards, Jim Carter knows whereof he speaks in judging a wine. He has ample opportunity to refine his tastes, examine the body and clarity of a wine and reach a conclusion. He served as a judge at the Orange County Fair this year.



"A meal without wine is like a day without sunshine," wrote the French gourmet Brillat-Savarin in 1825. Today, as more and more Americans join in that statement, consumer demand for wine is growing steadily.

No Easy Answers,
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BOB ADAMS
For Supervisor

They come to judge

Continued from Page 16

and spit it out. "Swirling and spitting leaves enough of the taste of the wine in your mouth to effectively judge after taste," Carter noted. "If you didn't spit, you'd have a pretty good heat on by the middle of the afternoon."

Hinkle also supports the swirl and spit method. "We've held informal tastings in my home with friends and winemakers," he noted. "It has become a habit with me to spit. Some of the people don't and frankly, I don't know how they hold up. Then again, I've got a low tolerance for alcohol," he said with a smile.

THE WINE IS judged primarily for overall quality, but it is quality determined by how well the various components of the wine work together. Perhaps the most popular judging method is the Davis 20-point system, devised by wine expert Maynard Armoring.

"That system forces the judge to look at the components," Carter pointed out. "There are points for clarity, color, aroma, bouquet, body, acid balance, and such. The final category is for overall quality, which really becomes the fudge points for the judges. The fudge factor becomes bigger and bigger."

There are negatives to that system, most prominent is that the bottom half of the scale is virtually junked, according to Carter. "You have to figure that most wines judged, particularly at Orange County where they are purchased off the shelf, are commercially acceptable wines. That leaves the bottom half of the scale obsolete."

Hinkle pointed out that one of the problems with the 20-point scale is that it fragments the judging, allowing two points for clarity, two points for color, etc. "That fragmentation limits the versatility of the judging," he explained. "There is not enough leeway and some areas become too heavily weighted.

"As a result, I usually take into account that factor and leave enough points at the end to make a judgement on the overall quality," he continued. "A well-rounded wine will have the correct balance, flavor and complexity but the bottom line is whether I like or don't like the wine."

FOR THE WINEMAKER, the art of judging can also force him to make a decision on one of his own wines. Carter admitted that he was virtually sure of the blanc de noir type he tasted was his own. "I found our sherry right away," he smiled.

"When you're working with a wine, living with that wine, it's pretty easy to identify it in a blind tasting," Carter said. "I imagine it would be easy to put down an automatic 20 points for that wine and I know some winemakers do. In contrast, they may also pick out a rival's wine and mark it down. There's no doubt there's some gamesmanship involved."

And what about the Sebastiani wines he judged at Orange County? "I rated one of our wines second to the winning entrant," he smiled.

"The bottom line is that the consumer doesn't always know what to taste in a wine," Carter remarked. "They like to be told what a wine should taste like. Because of that, these judgings serve a purpose, if only to get people to drink wine. That's what it's all about."

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Notes from a wine lover

Editor's note: (Bud Modlin is a Sonoma resident who teaches wine appreciation courses here at the Community Center. He is a former instructor at the University of Hawaii, where he introduced a wine program. He has also assisted in many wine programs for restaurants and other businesses.)

By BUD MODLIN

After having spent many hours of research on writing an article that would be apropos for the special Vintage Festival issue, it occurred to me that it was just more of the same dry, boring copy that one reads in special issues of this or that. So after refilling my glass, I tore up my well typed six pages of dry, boring copy and started thinking about what it's all about, why it is about all, and about where, who, and when it all happened.

Some of the stories told by the vintners and about the vintners are great folklore; some true, some close to the truth, and some just plain lore . . . like the winery in St. Helena that was founded because the family lived back east in the snow country, operated a saloon, and decided to come west to produce their legitimate bootleg replacement. The cobblestone maker in Sonoma turned vintner because he liked farming. Go all the way back to the original settlers in California, whose religious heritage required wine for sacramental purposes, and found it cheaper to grow the grapes and produce it "on the spot". Talk to any of the old established valley vintners, and the history of their founding and growing is beautiful language and enjoyable listening.

It is probably the repeal of prohibition that started the rebirth of wines in America, but following repeal it was many years before we arrived at the era of the "Wine Explosion." The early days saw wines of Port, Sherry, Muscatel, Tokay and Angelica, as the big thing in wines . . . probably because of their sweetness, higher alcohol, and availability. There were a few of those who had the economic resources to travel to Europe and discover the great wines of Bordeaux, Burgundy, Rhine, and Piedmonte, but those were the tail end of the depression days, and the affluent society was practically non-existent. We had a few of the "wine-snobs" in those days . . . the ones who enjoyed the nice glass of a vintage port, or a Madiera Fino . . . and the not so wine snob, who stuck to his half-bottle of muscatel, in a brown bag tucked under his belt. The latter was known then as the "Wino". Today the term is occasionally used referring to a rather distinguished person who is well versed in the knowledge and pleasure of the glass of wine.

The surface of the wine in my glass is crystal clear, and the mirror-like finish has set the theme for this literary presentation (or not-so literate, if you choose). This past summer, at one of the Robert Mondavi wine festival Sunday afternoons, I had occasion to renew an acquaintance with Harry Serlis, past president of the Wine Institute, now retired. At one time, Serlis headed up America's largest producing and selling winery, The Roma Wine Company, then a division of the C.V.A. corporation, which also owned Cresta Blanca Winery. Today, Roma is hardly around anymore, and Cresta Blanca is one of the many wineries competing for shelf-space in the wine shops. Harry Serlis was also a collector of the world's finest wines, and became equally famous with them.

IT WAS ONLY 10 to 15 years ago that one could, if the desire was there, purchase a bottle of the world's greatest wine (by reputation at the time, and by standards which some people have changed, and others have not) for a $10 a bottle price; Chateau Lafite-Rothschild 1962, 1964, etc. It was another $3 or $4 per bottle for the 1959 and 1961. Today, these wines are sold at auctions for "undrinkable" prices. I'll never forget the time Doris Duke gave the University of Hawaii 10 cases of 1928 Chateau d'Yquem, and were were invited to taste it! The story goes that her former husband was a lover of the Barsac-Sauterne style, and brought many cases to her Hawaii Estate.

She did not favor this flavor and so -- to the U of H. Not being in the wine business, the dean on the campus called some of the knowledgeable people in the wine industry to a tasting to determine how to turn the gift into usuable funds for the purpose of education. It was really an education

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'Reflections in my glass of wine'

Continued from Page 18

just to taste the great nectar. The wines did return somewhere in the neighborhood of $10,000 to the University via the Heublein's Auction.

Then there was the Catholic Priest who called one afternoon, and said that he had a bottle of wine and would like to know just what he had. He stated that one of his parishioners had given him the bottle as a gift. Upon visiting his quarters he produced a very dark green bottle with some white paint on the surface. It read something to the effect "Vinho Vilho" followed by a large 1883, and a family name signed underneath. It was a once in a lifetime experience to taste a century old, crusted, vintage port. This beautiful gentleman informed me that he was a diabetic, could not drink the wine, and didn't want it around for the sisters to find. It's now one of my treasured possessions.

About the mid-1960's there was the so-called wine explosion in America. It really started back east and not in California, as we might think. It started with the imported wines from France, Germany, and Italy. The "$100 Air excusion fares" and the returning military families, who had spent many years in the service as occupation forces in Europe, brought us the new palate in wine discovery. It was in the 1950's that, all over America one, could find 99 cent German wines, 89 cent Bordeaux reds, whites and roses, on weekend specials as low as 69 cents. True, these were simple vin-ordinaires, and probably would not qualify as a low grade California jug wine today, but in those days we were learning. We were beginning to drift away from the Port, Sherry & Muscatel; we were learning the continental European ideas of enjoying wines with our meals instead of using them to supply the cocktail area.

As we developed our understanding of wines (and as more and more Americans were becoming tourists to Europe), we became more discriminating in choosing wines for our meal compliment. Our California wineries began to develop more and more the dry table wines. Most of our wineries in the early post-world war II days were producing and naming the dry wines as the European counterpart of the Burgundy, Sauterne, Rhine, etc. The Sauterne was gradually replaced by the Chablis, being a drier wine.

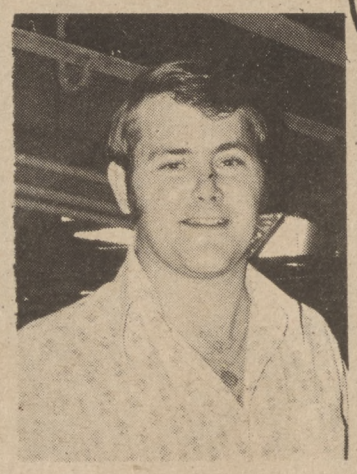
AND THEN it happened! The early 60's came upon us, and our wine industry developed in two directions. The largest part of the industry went to volume production with up-grading of our "jug wines" and these are progressing along greater lines today. Some went into the "flavored wines" -- Thunderbird, Silver Satin, Ripple, etc. There was a place for these wines . . . it was an easy way to start learning to drink wines, especially if they were not to bitter with tannin, and too strong with acid.

The second direction taken was by the dedicated and totally involved wine-maker who wanted to establish the California wine on its own merit. "Lets get away from the stolen European names, and call our wines by what they really are." "Instead of Burgundy, we now have "X Valley Midland Red" -- and then, why not by the name of the grape itself? No more 'Burgundy' . . . It comes from the Pinot Noir grape, and that's what we'll call It." And so through the late 40's & 50's we had this new approach with the wines of California. The sales market was not very large, but neither was the production in those days.

The last sip in my glass has indicated time to refill and dwell again on its shining surface. Probably the most influential single thing that spurred the great growth (personal opinion) was the advent of the Pill. Why the Pill? A very logical explanation, for it was not around 30 years ago, and those born in the 20's, 30's and war-time 40's (or before) had parents whose life style was governed by the appearance (timewise and economically) of the heir(s).

Those of you born after the above dates had the option to establish when and where, and if there should or would be any heirs. Let's examine the latter case. The newly married couple does not wish to have children, and the Pill having arrived is the solution to this problem. Not being burdened with houshold

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MEMBERS OF THE Sonoma Valley Vintners hosted a wine tasting function May 15, 1980 at Oakmont. Pictured from left are John Merritt, Gundlach-Gundschu Winery; Bob Kozlowski, Kenwood Vineyards; Rene Lacasia, Buena Vista Winery; Steve MacRostie, Hacienda Wine Cellars; Lulu Williamson, Views Land Co. Vineyards and Winery; Bob Magnani, Grand Cru Vineyards; Richard Arrowood, Chateau St. Jean Vineyards; Merry Edwards, Matanzas Creek Winery; Mike Lee, Kenwood Vineyards; Jan Mettler, Chateau St. Jean Vineyards; Bob Sessions, Hanzell Vineyards; John Shella, Kenwood Vineyards; Jan and Val Haraszthy and Son; Joe Martin, St. Francis Vineyards; Jim Bundschu, Gundlach-Bundschu Winery.

Vintners unite

Group here is set on promoting the Sonoma Valley wine region

United we stand could be the motto of the Sonoma Valley Vintners Association. This group consists of wineries in Sonoma Valley and is dedicated to making the public aware of Sonoma Valley wines.

The association was formed because a coalition of wineries can do more together than separately, said Crawford Cooley, president of the Sonoma Valley Vintners Association and also president of Hacienda Wine Cellars.

Participating wineries are Chateau St. Jean, Matanzas Creek, St. Francis Vineyards, Kenwood Vineyards, Buena Vista Winery, Hacienda Wine Cellars, Grand Cru Vineyards, Hanzell Vineyards, Gundlach-Bundschu, Views Land Company Winery and Vineyards, J. J. Haraszthy & Son, plus the most recent addition, Sebastiani Vineyards.

The Sonoma vintners have accomplished quite a few things since the SVVA's birth in 1974. The organization has filed a federal application for appellation of origin in the valley on behalf of the vineyard owners. This means that a wine must be made from 85 percent of the grapes grown in this area before the Sonoma Valley appellation can be placed on the label.

This was a big step in recognizing Sonoma Valley as a major viticulture area.

To promote the area's uniqueness, the association holds many wine tasting events. One of the biggest was held at Dodger Stadium in southern California last year. "Between 500 and 600 people came to sample the wines of Sonoma," said Cooley. There was a wine tasting also held for northern California distributors and wine writers at Oakmont.

In the local community, the wineries will help out with the Vintage Festival, opening their doors to the patrons that come to try Sonoma's fruit of the vine.

THE VINTNERS also help out during the Wine Experience days that the Sonoma League of the Historical Society holds annually. "Though it is a small function," said Cooley, "it is important because it raises money for the league and focuses attention on Sonoma wine.

The group meets once a month to exchange ideas and plan promotional events. Other officers are Jim Bundschu of Gundlach-Bundschu Winery (vice-president), Rose Murphy of Buena Vista Winery (secretary) and Merry Edwards of Matanzas Creek (treasurer).

Cooley said the SVVA is very cohesive and gets along well. "Working together, the combination of the wineries is chemical," he said. "We can do things together that a single winery can't, like the wine tasting in Dodger Stadium."

Not only does Sonoma Valley wineries have an enviable past, Cooley also forsees a favorable future for the vintners.

"There is expertise located in this valley, the wineries are concentraing on quality and there is a growing market for wine," said Cooley. -- S.B.

Those names given grapes and wines

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Sylvaner Reisling

Of uncertain origin, the Sylvaner grape either originated in Germany or Austria. Plantings exist also in Switzerland, Italy and France, where in Alsace it is termed a "noble" variety. In California wines produced from the Sylvaner grape may be legally named Riesling, Rhine, Sylvaner Riesling or Franken Riesling. Franken is the nickname it derived from extensive plantings in the Franconian region of Germany.

More productive than most fine varietals, this grape does best where the growing conditions are more moderate, allowing for fuller development of the fruit and an enhancement of the acid balance. The climate of the Sonoma County, has ideally suited this variety.

Cabernet Sauvignon

Of French origin, the Cabernet Sauvignon is the principal variety of the Bordeaux region of France. In recent years it has gained eminence, and today can be considered the most sought-

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Deliveries being made at the market, early 1930's.

This I.O.O.F. building replaced another in the same location; fire destroyed the first structure in 1910.



Shone's today: Carl Michalowski, Marge Wilson, Jim Crummie

Shone's of Sonoma

Since the above I.O.O.F. building was erected in 1914, the downstairs portion has functioned as a food market and butcher shop. Over the years local ranchers could talk about the weather while munching crackers and pickles from the barrels in Jim Weem's Grocery. Sonoma historian Reuben Woodworth recalls that around 1904 "it was a friendly place". A wheel of cheese was always available on the counter, with a knife for customers to help themselves. Reuben remembers being sent to Weem's to buy a loaf of bread for his mother --price, five cents.

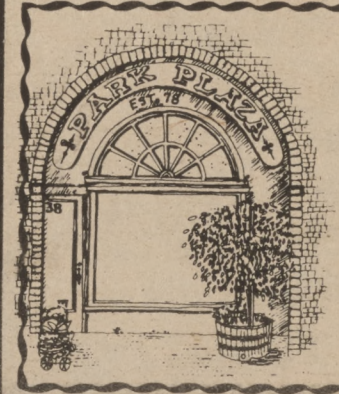
Bordstom & Nordstom's market followed, and dry goods were sold on one side of the store, groceries on another.

Gottenberg's Market took in eggs from local customers and cartoned and sold them in San Francisco. Local realtor Louie Minelli remembers delivering produce daily to Gottenberg's. A photo taken of him in the old store is presently on Shone's wall.

In ensuing years the name has changed to Irby's, Ascherman's, then Shone's when Don and Anita Shone operated the market for 18 years.

Since 1976 the present owners of Shone's, Jim Crummie and Carl Michalowski, have expanded to include a delicatessen and sandwich shop; they also offer catering and fresh meats. Home deliveries have been a free feature of the store for years and still continues today. The small town flavor of a little grocery store persists at Shone's.

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All about wine-- questions and answers

Q. Which wines do I use in cooking?

A. The same wines you choose for a beverage. The dry dinner wines, such as California Burgundy or Chablis, are often used with meat courses. Sherry, Port and other dessert wines flavor desserts, cheese mixtures and fruits.

Q. Why is wine so often enjoyed as a companion to food?

A. Wine is the only beverage which offers a complete range of the four basic tastes -- sweetness, acidity, saltiness and bitterness. Therefore, it can balance and harmonize with these same flavor elements in food.

Q. What kind of glasses are best for serving wine?

A. Wine tastes good out of any glass, but for maximum enjoyment of all aspects of wine, the Wine Growers of California recommend a clear, stemmed glass with a tulip-shaped bowl and capacity of eight to nine ounces. This includes champagne; the glass helps retain aroma and preserve the bubbles.

Q. What is the difference between wine's aroma and its bouquet?

A. Aroma is that part of the fragrance which originates with the grape or grapes used, and bouquet is that part of the fragrance which comes from fermentation and aging.

Q. Why are the wines from California so different from wines made on the East Coast?

A. All California wine grapes, with very few exceptions, are of the great wine-grape family of the Old World -- the Vitis vinifera. The wines made in many Eastern states are produced from native American grape families, chiefly of the Vitis labrusca species.

Q. Why are some California wines named after European districts?

A. Those which carry generic names -- Burgundy, Chablis, Sauterne, Rhine -- came into use over a century ago when vintners migrated to new lands and made wines just as they had in the old country, giving the wines the names they had used there. So, generic names refer to a type of product, like Swiss cheese or French bread -- not where a product is made. However, U.S. law says the place where a wine is made, "California," for instance, must always appear prominently on the label to show the wine's origin.

Q. What is a varietal wine?

A. Varietal wines are named after the predominant variety of grape from which the wine is made; by law they must be made from at least 51 percent of the grape named, although the percentge is usually much higher. A varietal wine must also, by law, derive its characteristic flavor and aroma from the grape named.

Q. What are the differences between European and California wines?

A. The most important one is that California wines must be made 100 percent from the juice of sound, ripe grapes; nothing is added. European vintners can add sugar and water to their fermenting wines. Also, California producers must adhere to the world's highest standards of sanitation, production practices and labeling -- all under close supervision of many Federal and State agencies.

Q. How are Champagnes labelled as to sweetness?

A. The driest is called "nature" or natural -- no residual sugar at all. Very dry Champagnes are labelled "brut". Extra dry has a touch of sweetness, and "sec" is rather sweet.

Q. Can you still enjoy wine on a diet?

A. In moderation, yes. A four-ounce glass of table wine contains only about 96 calories. Many doctors are in favor of a glass of dry wine with a dieter's dinner, as it relieves the tension and feeling of deprivation that dieters frequently experience.

Q. Is the idea of hospitals serving wine a new one?

A. The nutritional and medicinal values of wine have been known for thousands of years. Hippocrates, the father of modern medicine, prescribed it, as did the great Roman surgeon Galen, who called wine "the nurse of old age." Many modern doctors agree, which is why quite

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All about wines

Continued from Page 21

a few hospitals and nursing homes have added it to menus.

Q. Why do many cooks marinate meats in wine?

A. Wine both flavors and tenderizes meat and poultry. It tends to eliminate the "fishy" taste of fish. Use a glass or porcelain utensil if the marinating will go on for more than an hour; some metals give the food and wine an off-flavor.

Q. What about using wine for a flavoring when both adults and children will be served the same food?

A. The alcohol in the wine evaporates during cooking, leaving only a subtle, delicious flavoring.

Q. How long does wine keep after being opened?

A. The dry table wines, which are low in alcohol, should be used within a day or two for maximum enjoyment. Stored in the refrigerator, many of them can keep for about a week. The dessert wines, such as Ports and Sherries, can keep for a long time after opening, at normal room temperatures.

Q. What does aging do for wine and which wines should be aged?

A. Most of the world's wines are intended to be enjoyed when relatively young, and lengthy aging will cause them to lose their delightful fresh and fruity flavors. These include most white table wines, the rose's, and several of the reds. The wines that will continue to improve in the bottle for several years include California Chardonnay, one of the few white wines, and California Cabernet Sauvignon, Pinot Noir, and Zinfandel among the red wines. As they age in cooperage and glass, these wines develop smoothness, mellowness, and complexity.

Q. How is California Vermouth made?

A. First, choice wines are selected and aged. Then herbs and other aromatic substances are added and the wine is aged further. Each vermouth producer has his own carefully guarded herb formula, some using as many as 50 different herbs, barks, flowers, leaves, and seeds. There are two principal types, dry and sweet, usually pale and dark.

Q. Is Port strictly an after-dinner drink?

A. No. Port is a great reviver on a cold day, either by itself or mulled. One example is the Port Wine Negus: Put the juice of a lemon and its pared rind in a pan with two tablespoons of sugar, pour in one bottle of California Port, and heat. Stir in one cup of boiling water. Strain into preheated mugs and dust with nutmeg.

Q. What's the difference between a spritzer and a wine cooler?

A. Basically, a spritzer is made with wine and soda water and a wine cooler is wine and flavored soda -- lemon-and-lime, or even ginger ale. Traditionally, they are made with white wine, but red spritzers and coolers have also become popular.

Q. What is May Wine?

A. May Wine is white wine flavored with woodruff, a sweet-scented herb. You can purchase California May Wine, or make your own by steeping a small bunch of woodruff in a bowl of California Rhine, Chablis, or Riesling wine for an hour. You then strain out the herb, add two more bottles of the same wine, and you have a May Wine Bowl, delicious with a fresh strawberry in each glass.

Q. What causes bubbles in Champagne?

A. Champagne normally begins as a white dinner wine, to which yeast and a tiny bit of sugar are added. This causes a second natural fermentation in a closed container and the resulting bubbles are nature's gift to the wine.

Q. I have read a lot about wine being considered by many physicians to be good for your health. Does this apply to Champagne too?

A. Definitely. For example, a leading obstetrician in Chicago, Doctor Robert Stepto, prescribes Champagne for many of his hospitalized patients as a relaxant.

Q. Are there geographical divisions in California's wine country?

A. For general reference, the wine country is divided into nine districts which are from north to south as follows: Sonoma-Mendocino, Napa-Solano, Lodi-Sacramento, Livermore Valley-Alameda, Santa Clara-San-Benito, Modesto-Ripon-Escalon, Santa Cruz-Monterey, Fresno-San Joaquin Valley, and Cucamonga.



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Memos from Mead--

The French Invasion, 'Kick the Habit', Champagne, and Fettucini

By JERRY D. MEAD

FRENCH INVASION CONTINUES -- Moet-Hennessy, according to very reliable sources, has purchased, outright, Schieffelin & Co., the firm that markets Moet's products throughout the United States.

While a French producer buying out its distributor may not sound like big news on the face of things, a closer examination of Schieffelin and its holdings brings the importance of the deal into very clear focus.

Aside from owning national marketing rights to such products as Moet-Chandon Champagne, Hennessy Cognac, Marie Brizard liqueurs and a half-dozen other brands, Schieffelin also owns Simi Winery of Sonoma County, which means that one more important California producer has fallen into the hands of an overseas firm.

Schieffelin also owns distribution rights and a major interest in the Sichel wineries, producers of Blue Nun and Sichel regional French wines. It is a very powerful package, and while no dollar figures are being discussed at this time, you can bet Moet invested a very big bundle of French francs.

Moet has already been in the California wine business for several years through its construction of Domaine Chandon, the Napa Valley sparkling wine facility. Based on what Moet has accomplished at Domain Chandon, there should be no concern over what will happen at Simi, at least from a quality standpoint.

MORE CHAMPAGNE -- Piper-Heidsieck, the famous French Champagne producer that has entered a joint venture agreement with Sonoma Vineyards to produce sparkling wine in California, has just released two new vintages of the famous French product.

Piper 1975 Brut is a very nice sparkling wine, produced from about 60 percent Chardonnay and 40 percent Pinot Noir. The aroma and flavor are both assertive and interesting, and the carbonation is lively and aggressive. It is very dry, as it should be.

Piper's Florens Louis Blanc de Blancs 1973, is the producers "tete de cuvee," the top of the line. It is designed to compete with the likes of Dom Perignon, which I think it does and then some. This '73, just released, is superior to the '71 that may still be found on some shelves. There is more fruit, and with it more freshness.

The '73 saw five years on the yeast, another two years of bottle age, and is in top form at this very moment. There is an extremely fine, lacy carbonation and such subleties of flavor and finesse as must be experienced. A very special Champagne for very special occasions.

SCOOP -- The Christian Brothers, a firm I used to pick on for never doing anything new, is changing all that. Five new vintage-dated wines will be released shortly.

The big news is the impending release, in time for holidays, of a one-time very special blend of The Christian Brothers Brandy. I'm told its blend will include more expensive pot-still brandy than the company's X0 bottling. Price of the new one? Try $75!

The brandy will be bottled in a Tiffany crystal decanter, which will be wrapped in a Tiffany-blue cloth bag, which will be surrounded by a handsome Tiffany-blue box. If the brand is as fine as the packaging, it should be a winner.

PLAY ON WORDS -- A public relations type, who shall remain nameless, suggested an advertising campaign for a new wine of the Riesling type that is just entering the market.

Obviously, the number one competition for wines of that type is the highly advertised, mass-produced Blue Nun, and the idea was to go after a share of the Nun's market.

The ad campaign would have pictured the same model wearing a nun's habit in one picture, contemporary clothing in another. The caption would have been "Kick the Habit!"

They dropped the idea because of its questionable taste. Which tells you something about mine . . . I loved it.

FETTUCINI FIND -- One of the two best fettucini preparations in San Francisco has to be the version offered by Orsi's, the very special Italian restaurant located at Bush and Kearney Streets. The wine list is very good, as well, with prices ranging all over the place. Some wines are priced on the high side (double retail), but there are bargains to be found. Mondavi's '74 Reserve Cabernet is only $5 over shelf price.

FREE GUIDE -- Available to "Mead On Wine" readers, at no charge, is a new directory to the wineries of Oregon. Oregon's industry is growing rapidly, and this guide will direct you to 29 of the state's finest. All it takes is a self-addressed, stamped

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The Zellerbach connection

Hanzell's founder brought back the oak

By JERRY D. MEAD

BREAKTHROUGH -- It was just about 25 years ago that the late James D. Zellerbach, financier and one-time U.S. Ambassador to Italy, accidentally discovered a secret that permitted California wines to begin to compete with the best of European wines.

While building Hanzell Winery his personal copy of a Burgundian chateau in Sonoma Valley, he opted to import the French oak barrels he had observed being used in Burgundy's Cote d'Or.

The decision, according to Leon Adams in "The Wines of America," was based on the bar-

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Memos from Mead

Continued from Page 23

envelope to: Oregon Winegrowers, P.O. Box 2134, Salem, Oregon 97308.

TOPS IN FIELD -- One of the very best of the restaurant guides, especially when it comes to national scope, is the annual Travel/Holiday Dining Guide, compiled by one Robert Lawrence Balzer. I happen to subscribe to Travel/Holiday Magazine, so I tear the restaurant award section out of my December issue each year and carry it in my brief case for the next 365 days.

For those who are not subscribers (it's tough to find on the newsstands), a pocket version of the guide is available. Send $2.50 to: Travel/Holiday, Travel Bldg., Dept. F.D., Floral Park, NY 11001.

LIQUID ASSETS -- Cornell University has received a most unusual gift from three former students, 38,500 gallons of Pino Noir from the 1978 and 1979 vintages.

Frank Woods, Dennis Malone and Thomas Reed are partners in Clos du Bois wines, and have donated the wine which is still aging in small oak barrels. The wines will be released for sale in 1983 with all proceeds going to the Cornell General Fund. Not only is the wine a valuable gift, but is expected to appreciate in value between now and the time it is sold. Clos du Bois is noted for its Pinot Noir; the 1977 version was a gold medal winner at the 1980 Orange County Fair.

The press release announcing the gift didn't mention, but I'd almost bet there is, a "tax break" involved. If so, look for other liquid gifts from other producers. Speaking for myself, all donations will be cheerfully accepted.

VALUE WINES -- Do not procrastinate. Current supplies of Jerry Mead's Insider's Lists, one recommending more than 50 wines under $5, the other listing over 100 super wines priced from $5 to $10, are being exhausted. Tens of thousands of copies have been circulated to bargain-conscious consumers throughout the nation. Send $2 and a self-addressed, stamped envelope to: Wine Lists, P.O. Box 7244, San Francisco, CA 94120.

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The Zellerbach connection

Continued from Page 24

rel's appearance. He found them more aesthetically pleasing than the American barrels commonly in use.

When Hanzell released its first Chardonnay, a 1956 vintage, it was instantly recognized that this wine had the mysterious complexity of French white Burgundies, that had previously been attributed to climate or soil.

Once the secret was out, other California wineries began ordering French oak and the rest is history. Zellerbach died in 1963 without realizing the full impact his expensive whim was to have on the California industry.

NEW BREAKTHROUGH -- For years, it has been common belief that the difference in flavors imparted by French and American oaks had to do with the fact that two different species of oak were involved. I could print their Latin names, but who cares?

The point is that American oak provided one kind of flavor, favored for some wines and by some wineries, while French oak contributed another kind of flavor, richer in vanillin, and was favored for other specific wine varieties.

Some wineries go so far as to stock barrels from different forests, believing each to offer different flavor characteristics to their wines. This is why you'll often read that one wine was aged in Limousin oak, another in Nevers oak (both being the names of French forests), as well as several other types.

A NEW THEORY has developed over the past few years, and based on examples I've experienced at Robert Mondavi Winery and elsewhere, I think it has considerable merit. The tneory is that the biggest difference is in the coopers, not in the cooperage material itself.

Different coopers bend the barrel staves using different methods. American coopers generally use steam, while the European coopers use direct flame, resulting in greater and lesser degrees of charring of the barrels.

I have tasted the same wine aged in two different barrels, both supposedly from the Limousin forest, and found dramatic differences in flavor. The barrels were, however, formed by different coopers.

NEWEST BREAKTHROUGH -- On a recent visit to Robert Mondavi's new Woodbridge Winery near Lodi, I tasted wine from a barrel that I would have sworn was French in origin, based on the rich vanilla flavors that enhanced the wine. The barrel was American oak, coopered here in the states.

Mondavi had carried "the cooper instead of the cooperage" theory one step farther. First, he sent American oak to France to be constructed by French barrel makers. The results were a more French-like character imparted to wines aged in such barrels.

Then, they asked American coopers to employ the French method of charring the barrels instead of forming them with the use of steam. The results were very similar.

Is this a big deal? You bet it is!

French oak barrels are currently selling for over $300 a copy. American oak barrels command a fraction of that price, about one third.

Please turn to Page 26



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L.A. County Fair judging

Our wines were winners

Sonoma Valley wineries once again brought home the gold from the prestigious Los Angeles County Fair wine judging last month.

Grand Cru Vineyards of Glen Ellen was the top gold medal winner, taking home three golds, the most won by any other winery in Sonoma County in that competition this year.

A complete list of the award-winning Sonoma Valley wines follows:

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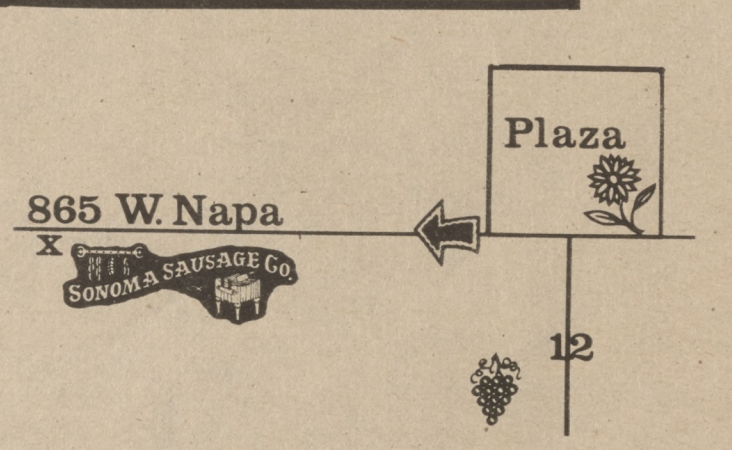
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Vineyard view

An old windmill and a small lake are the perfect touches to Hacienda Wine Cellars' historic Buena Vista Vineyards in Sonoma where Hungarian Count Agoston Haraszthy first planted some of the grape varieties he brought with him from Europe. It's the perfect setting for picnics, weddings and other gatherings and attracts swarms of visitors every year. --(Photo by Richard Ammon)

Wine consumption is up

The consumption of wine rose 1.9 percent during the 1979-80 fiscal year over the previous year, the California State Board of Equalization announced earlier this month.

William M. Bennett, member of the State Board, said that overall alcoholic beverage consumption in California increased during the past fiscal year by 2.6 percent over the same period in 1978-79.

He explained that the trend away from hard liquor to both beer and wine continued.

The average amount of gallons of wine consumed per person in California in 1979-80 was 4.3 compared to the 1.8 national per capita figure.

Zellerbach

Continued from Page 25

WHAT IT MEANS is that many small wineries, unable to afford French oak, even though they would like to, may now be able to at least approximate the taste provided by the more expensive European oak.

It also means that very large volume wineries that would have taxed budgets to the breaking point by trying to stock all French oak, may now be able to produce wines of greater complexity.

It may well turn out that the Mondavi experiment will be as important to the future of California wines, as the Zellerbach-Hanzell accident was in its time.

And don't be surprised if you hear in the future that French wineries, previously devoted to French oak, become customers of the American product. Winemakers the world over are seeking ways to control costs and increase quality. It certainly wouldn't hurt our balance of payments problems.

Our wines were winners

Continued from Page 26

GRAND CRU VINEYARDS --**Gold medals:** 1979 Pinot Noir Blanc; 1979 Dry Chenin Blanc; 1977 Gewurztraminer (Induced Botrytis). **Silver medal:** 1979 Gewurztraminer.

BUENA VISTA WINERY --**Silver medal:** 1978 North Coast Chablis; California Ultra Dry Sherry (NV); **Bronze medal:** 1979 Sonoma Gewurztraminer; 1979 Napa Valley Green Hungarian; 1978 Mendocino County Sauvignon Blanc; North Coast Burgundy (NV); 1977 Sonoma Zinfandel Cask No. 12; 1974 California Vintage Port; California Golden Cream Sherry (NV).

CHATEAU ST. JEAN WINERY AND VINEYARDS --**Gold:** 1979 Alexander Valley Johannisberg Riesling (Belle Terre Vineyards); **Silver:** 1979 Alexander Valley Gewurztraminer (Late Harvest); **Honorable Mention:** 1979 North Coast Vin Blanc; 1979 Sonoma Valley Muscat Canelli (Sweet).

HACIENDA WINE CELLARS -- **Gold:** 1979 California Dry Chenin Blanc; **Silver:** 1978 Sonoma County Zinfandel; 1979 Sonoma County Pinot Noir Blanc; 1979 Sonoma Valley Johannisberg Riesling; 1979 Sonoma County Selected Reserve Vineyards Gewurztraminer; **Bronze:** 1978 Sonoma Valley Pinot Noir.

GUNDLACH-BUNDSCHU WINERY -- **Silver:** 1977 Estate Bottled Rhine Farm Merlot; **Honorable Mention:** 1979 Sonoma Valley Riesling (Sylvaner); 1979 Sonoma County Gewurztraminer.

KENWOOD VINEYARDS -- **Gold:** 1978 Sonoma Valley Pinot Noir (Jack London Vineyards); **Bronze:** 1979 California Dry Chenin Blanc; **Honorable Mention:** 1979 Sonoma Valley Johannisberg Riesling.

SEBASTIANI VINEYARDS -- **Bronze Medal:** 1979 Burgundy; Amore Cream Sherry (NV); **First Award** (bulk category): Mountain Zinfandel (NV); **Merit Award:** Mountain Burgundy (NV).

Double gold winner

Kenwood Winery's 1978 "Jack London Vineyard" Pinot Noir was a double gold medal winner this year -- at the Orange County Fair and again at the Los Angeles County Fair.

Chocolate wine?

Although it sounds "yicky," Brookside Vineyard's Chocolate Wine won a gold medal at the L. A. County Fair. Chocolate Wine?

Latest Chinese export? Would you believe WINE?

There is always something new out of China these days, it seems, with the much-vaunted improvement in communications, and the latest Chinese export to arrive in England is grape wine.

It is worth stressing "grape" because the cereal-based wines, variants of sake, have long been catching Europeans unawares with their deceptive blandness.

The grape wine, known as "Great Wall," is said by its importers, Christopher's, to be "akin to a dryish Loire" but the consensus of opinion at a London sampling recently was that something like the ubiquitous riesling grape was at the root of it all.

The Chinese, we are told, drink very little of the wine, putting aside most of it for export. It doesn't actually go very well with Chinese food, Christopher's admit, but think it has a good future with European food.

The only Frenchman present looked to be holding back a "sacre blue."

Good thing a Northern Californian was not present!



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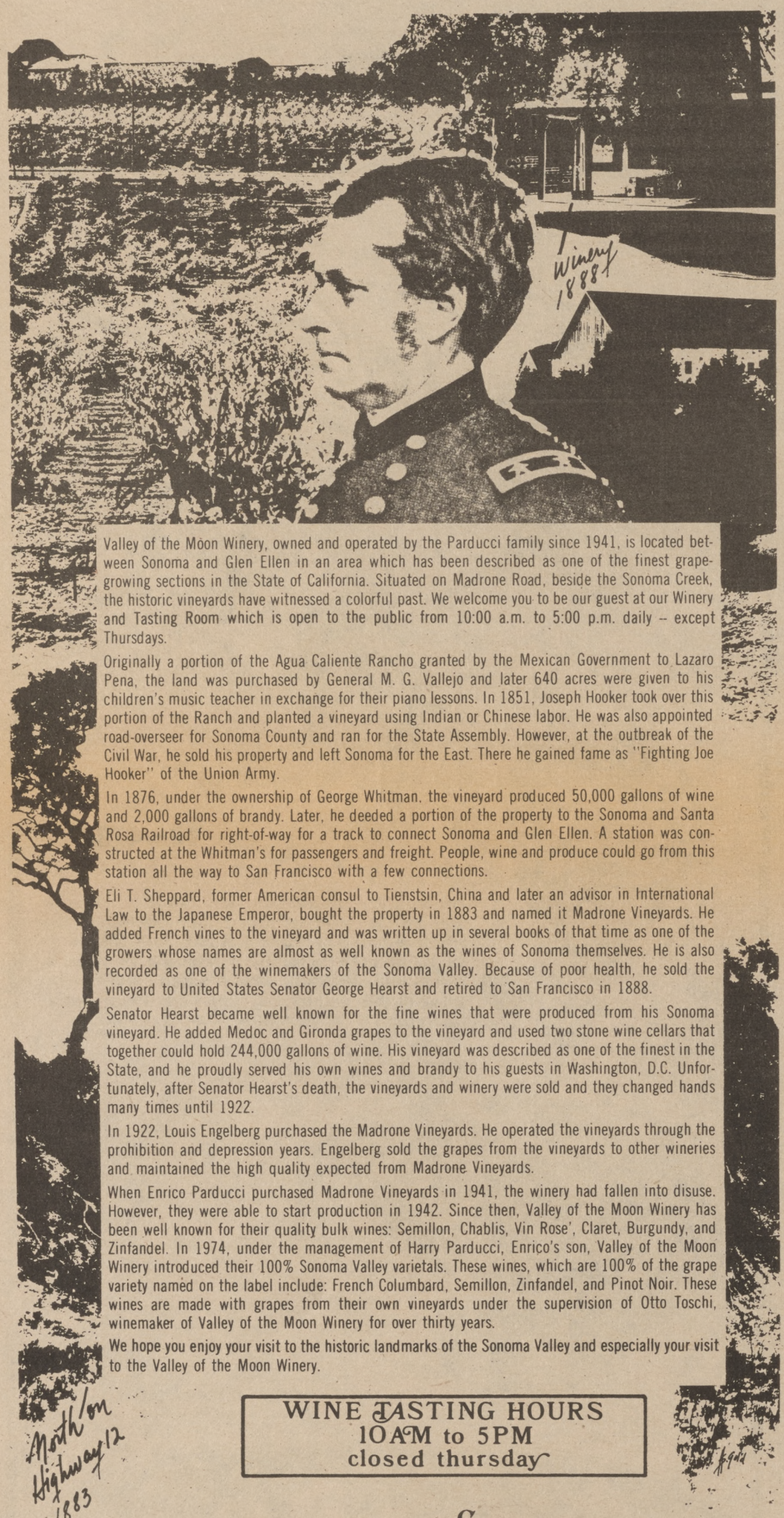
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Valley of the Moon Winery, owned and operated by the Parducci family since 1941, is located between Sonoma and Glen Ellen in an area which has been described as one of the finest grape-growing sections in the State of California. Situated on Madrone Road, beside the Sonoma Creek, the historic vineyards have witnessed a colorful past. We welcome you to be our guest at our Winery and Tasting Room which is open to the public from 10:00 a.m. to 5:00 p.m. daily -- except Thursdays.

Originally a portion of the Agua Caliente Rancho granted by the Mexican Government to Lazaro Pena, the land was purchased by General M. G. Vallejo and later 640 acres were given to his children's music teacher in exchange for their piano lessons. In 1851, Joseph Hooker took over this portion of the Ranch and planted a vineyard using Indian or Chinese labor. He was also appointed road-overseer for Sonoma County and ran for the State Assembly. However, at the outbreak of the Civil War, he sold his property and left Sonoma for the East. There he gained fame as "Fighting Joe Hooker" of the Union Army.

In 1876, under the ownership of George Whitman, the vineyard produced 50,000 gallons of wine and 2,000 gallons of brandy. Later, he deeded a portion of the property to the Sonoma and Santa Rosa Railroad for right-of-way for a track to connect Sonoma and Glen Ellen. A station was constructed at the Whitman's for passengers and freight. People, wine and produce could go from this station all the way to San Francisco with a few connections.

Eli T. Sheppard, former American consul to Tienstsin, China and later an advisor in International Law to the Japanese Emperor, bought the property in 1883 and named it Madrone Vineyards. He added French vines to the vineyard and was written up in several books of that time as one of the growers whose names are almost as well known as the wines of Sonoma themselves. He is also recorded as one of the winemakers of the Sonoma Valley. Because of poor health, he sold the vineyard to United States Senator George Hearst and retired to San Francisco in 1888.

Senator Hearst became well known for the fine wines that were produced from his Sonoma vineyard. He added Medoc and Gironda grapes to the vineyard and used two stone wine cellars that together could hold 244,000 gallons of wine. His vineyard was described as one of the finest in the State, and he proudly served his own wines and brandy to his guests in Washington, D.C. Unfortunately, after Senator Hearst's death, the vineyards and winery were sold and they changed hands many times until 1922.

In 1922, Louis Engelberg purchased the Madrone Vineyards. He operated the vineyards through the prohibition and depression years. Engelberg sold the grapes from the vineyards to other wineries and maintained the high quality expected from Madrone Vineyards.

When Enrico Parducci purchased Madrone Vineyards in 1941, the winery had fallen into disuse. However, they were able to start production in 1942. Since then, Valley of the Moon Winery has been well known for their quality bulk wines: Semillon, Chablis, Vin Rose', Claret, Burgundy, and Zinfandel. In 1974, under the management of Harry Parducci, Enrico's son, Valley of the Moon Winery introduced their 100% Sonoma Valley varietals. These wines, which are 100% of the grape variety named on the label include: French Columbard, Semillon, Zinfandel, and Pinot Noir. These wines are made with grapes from their own vineyards under the supervision of Otto Toschi, winemaker of Valley of the Moon Winery for over thirty years.

We hope you enjoy your visit to the historic landmarks of the Sonoma Valley and especially your visit to the Valley of the Moon Winery.

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Reflections

Continued from Page 19

chores and child raising demands, both partners of the marriage may now enjoy gainful employment, bring home a double income, and become members of an affluent group.

Everybody became the "Joneses" and so we all kept up with each other. Who was having the dinner party which weekend, and which restaurant should we go to? Do they have a good wine list? In an effort to put out one's best presentation, not only was it necessary to prepare the proper cuisine, but it also was required to serve the perfect wines as accompaniment. Having the necessary funds, this became the new society in America.

THE MARKET had been created, and the demand had begun to outgrow the supply. Naturally, the prices began to increase, and with this, those wineries which had taken the course of great wines from the great state of California became more involved with super-techniques. Vintage dates began to appear on California wines, which for years were not very prominent. It was always thought that California Wines did not need vintages, because we never had any bad years. Today, we don't have any bad years, but we do have some years better than the other; many of the wineries are changing their techniques on the same wine from year to year.

We have also learned that age is important. Not only have we vintaged our wines, but we have geographically set parameters such that a winery will make six or seven wines from the same varietal grape, and distinguish one from the other by the vineyard from whence came the grapes, i.e. "Martha's Vineyard Cabernet Sauvignon." Twenty years ago, most of our American wines were made and aged in large redwood vats, some even in great cement resevoirs. Today we are importing French, German and Yugoslavian oak barrels, which only hold 60 gallons, and which cost about $350 each. We age our wines in these barrels today, and we get much finer, more sophisticated and polished wines. These barrels are only good for about five years, which adds quite a burden on the price of our better products.

And then we are taking the trouble to bottle our wines, and let them rest and age in bottles for some more time. Yes, we have learned to produce some of the world's greatest wines, and we have California wines now in competition with Baron Philipe's Rothschild wines.

About once a month during the past year, there have been articles in newsprint about the European entry into the California Wine Production. The Mondavi-Rothschild association, The Domaine Chandon American Sparkling, Piper-Heidseick in Sonoma, etc. and all because we are doing it, and doing it very well.

In the early 70's when the explosion hit, there were many young executives, as well as non-executives who decided to end it all in their economic world. No more stock brokering or lawyering. Let's grow grapes and make wine. It's lucrative and easy, except during the crush, and there's a good market for our product.

This has been true, and most of the early 70's entries have survived and produced great wines. The production of these wineries is very small by comparison to the total industry, but each has its own specialities and innovations, and the wine enthusiast has a whole field to discover.

During the past two years, there have been some 55 new wineries started, most of them in the Napa and Sonoma Valleys. It remains to be seen if they will all survive, as their production has yet to reach the market place, and when it does, they will be fighting for shelf space along with the 300 or 400 previously established wineries.

THE BATF (Bureau of Alcohol Tobacco and Firearms), which is the federal licensing agency for the wine industry, has issued licenses to wineries in over 30 states. One of which is Hawaii, which will show its first production in 1982 or 83. A gentleman by the name of Emil Tedeschi, formerly of St. Helena, Calif., has been experimenting in Maui,

Please turn to Page 30

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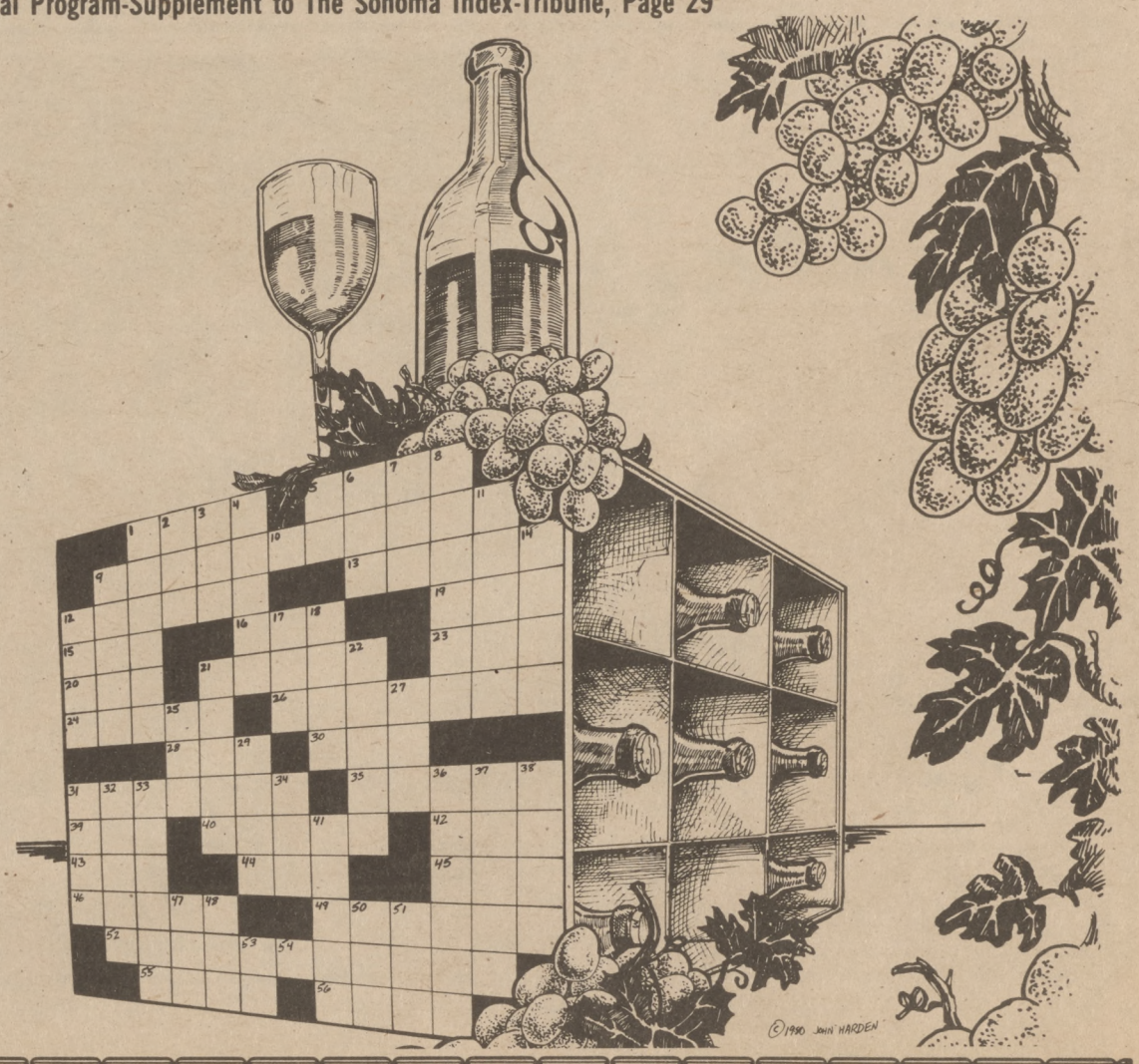
ACROSS

1. Sonoma Valley grape product
5. Festival bright lights
9. Prominent Sonoma winery
12. Of fermentation
13. Historic Sonoma RR Museum
15. Before
16. Sea eagle
19. _____a la mode
20. Mountain cemetery vase
21. Of Mars (comb.form)
23. Gold engraving
24. September 20-21
26. Any Sonoma wine purveyor
28. American Standards Assn
30. Natural juice
31. Grape crush residue (var.)
35. Buena Vista _____Noir wine
39. Moslem officer
40. Not local Indians
42. Gold (AUrium) Unit
43. Make a mistake
44. Twelfth month
45. Vineyard defroster (abbr)
46. _____flags over Sonoma
49. Yield from the grape crops
52. Valley grape harvest time
55. Annoys
56. Spring fluids in grape vines

DOWN

1. Green grapes _____cut
2. Calculates grape crops
3. National Automobile Assn
4. Chemically blended grapes
5. Nickel (chem.)
6. East Africa District
7. Single bottle of wine
8. Where SAKE is wine
9. Sonoma Mission founder
10. Grape crush volume (abbr)
11. Of the evening (French)
12. Bear Flag Party vs. Spanish
14. Lachryma (Spanish)
17. Motor speed
18. Wine in 34 across
21. State in India
22. Takes pictures
25. East Anglican Meadow (abbr)
27. Ashanti language
29. West Point Military _____.
31. Greek hymns of praise
32. Siberian city
33. Lee _____TV actor
34. Sebastiani ___of the Swan
36. Old testament prophecies
37. Odd (French)
38. _____wine bottles on racks
41. Valley vineyards cover _____
47. Vino el_____wine of a queen
48. Northern Table,Grape (label)
50. Greek E
51. Advice
53. Anglo Saxon
54. _____is for Grapes

(Puzzle answers on Page 33)



Meet Gladys McCubbin, Festival puzzle author

Words are a hobby to Gladys McCubbin who has always been intrigued by rhymes, acrostics and puzzles. Her first sales were in greeting card verse, then when "knock-knocks" became the vogue she submitted her share.

Just recently she came across a birthday card for sale at Long's which she had sent to the publisher years ago. The message (now Hallmark) reads:

"Knock-knock.
Who's there?
Gladys.
Gladys who?
Glad as can be to wish you a Happy Birthday."

From verse, Gladys entered the crossword puzzle field, 19 percent of which are created by penitentiary inmates, according to a history of the grids. Her book of puzzles on "Know Sonoma Valley" with clues to history, wines and modern times

Please turn to Page 33



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Located at the foot of Jack London State Park in the Valley of the Moon, our motel boasts king and queen beds, direct dial telephones and cable & color television. The heat and air conditioning are individually controlled from each room. Each room is protected by smoke alarms . . . But the most important feature about our accommodations is the quiet. There are no street noises to jangle your nerves.

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Come to quiet, quaint Glen Ellen in the Valley of the Moon and experience the beauty and romance of Jack London country . . .



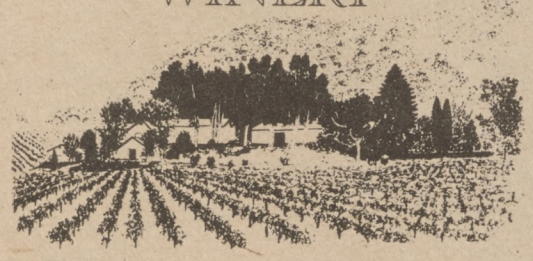


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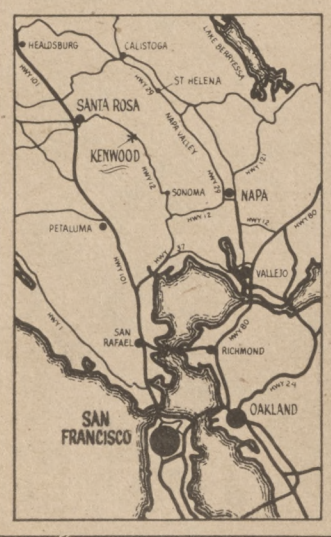
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Reflections

Continued from Page 28

Hawaii, for the past several years, and has produced a very nice pineapple wine which he markets under the name "Maui Blanc."

The pineapple wine is being sold to help defray expenses while he is doing his thing with the grapes. It will be very interesting to see the results, in a year or two of Hawaiian grape varietals. Hope he succeeds. And speaking of pineapple wine . . .

Michael Topolos, author, wine instructor at Sonoma State and Santa Rosa Junior College, and wine-maker for many years, has recently purchased his own Russian River Winery, and has produced and bottled an innovative "Gravenstein Blanc." Well worth trying. Soon to be found in the marketplace will be some very fine Topolos Russian River grape varietals.

My mirror-like surface has changed to crystal ball finish, and the reflections become predictions. Where are we going? Hats off to men like Sam Sebastiani, who has taken over his father's (August) and grandfather's business and is steering a course of upgrading even more the fine traditions of the Sebastiani family winery. Keeping the image of their fine mountain wines, Sam intends to go deeper into vintage, geographical and vineyard appleation and when the 'Sam J. Sebastiani' signature appears on some of his bottlings, we should have some great wines to try. Total involvement and dedication is where it is.

It could very well be the trend to start serving some of our red wines chilled like the whites. The French drink their Beaujolais red wines cold, and tell us to do so because chilling softens the acidity.

The American market is growing by leaps and bounds with the white wine replacing the cocktail, and the house wine appearing on many restaurant tables in either glass or liter bottle. Cold reds could be an avenue to look at. Some people like a cube or two of ice in their wine, and why not? They are the ones who enjoy it, and if this adds to their enjoyment, keep it up.

LOOK for many of the smaller wineries to become more specialized . . . to concentrate on only one to four varieties instead of the full spread. The retail store or the restaurant can only service so many of the same item, and with some 300 Cabernet Sauvignons produced in California alone, how many can each establishment handle?

Look for the large volume producers like the Gallo family to go deeper into varietals. They have just introduced a Gewurtztraminer . . . super great! Take the frills out of winemaking costs, Mr. little winemaker. The public dollar is getting tighter, and costs, inflation etc. might price your wine out of the market if too much is spent on packaging and gimmicks.

See what happens. Instead of six boring, typed pages of copy, I wound up with eight.

Those names given grapes and wines

Continued from Page 20

after red wine both in France and in California.

It should not be confused with the Ruby Cabernet, which is a hybrid of Carignane and Cabernet Sauvignon. (Carignane is a rather productive variety and not generally considered of varietal quality.)

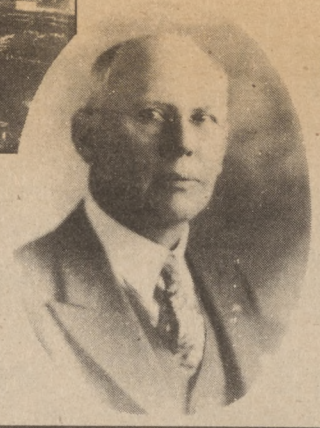
The soils which predominate in gravelly mixtures, slate, shale, limestone, and red rock each give this grape a slightly different character. The main factor, more important than soil, is a climate which is mild enough to mature this grape slowly. This allows the minerals in the soil an opportunity to be carried by the roots to the grape where they form the acids which give the character so sought after in a fine Cabernet Sauvignon. The North Coast Counties of California, of which Sonoma predominates, are noted for their excellent soils and fine grape growing climates for this late ripening variety.

Please turn to Page 62



Rediscover the Fountain of your youth at

SIMMONS' PHARMACY



Simmons' Pharmacy opened in 1903 by Mr. Lloyd Scott Simmons. It is Sonoma's oldest drug store. The marble fountain has always been a distinguishing feature of the store and Mr. Simmons had a reputation for homemade ice cream which he made every morning before the store opened for business.

TO CURE A COLD IN ONE DAY
—USE—
Sure Cold Cure
25 CENTS.
MADE BY
L. S. SIMMONS
The Prescription Druggist



Mr. Simmons compounded most of the medicines he dispensed, in keeping with the way the pharmacy profession was practiced in the early 20th century.

His "Sure Cold Cure" was purchased by many a Sonoman for 25 cents. The ad claimed to cure a cold in a day.

Simmons' also housed Sonoma's first telephone exchange. It operated 24 hours a day, "manned" during the day by Mrs. Simmons and run at night by Al Warrnir.

Mr. Simmons' Sure Cold Cure is no longer available, but today Simmons Pharmacy still makes deliveries, still offers personalized service, and the marble fountain is still a blissful stop for ice cream soda lovers.



Simmons today: left to right, Lillian Kizer, Willis Helms, pharmacist; Vivienne Bourdette.

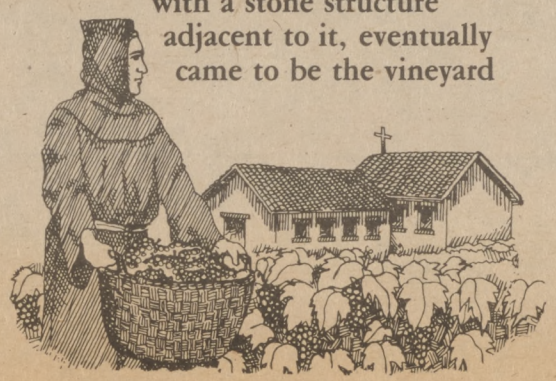
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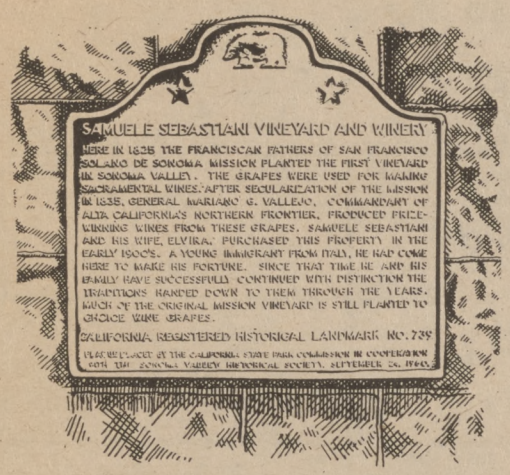
Visit Historic Sebastiani Vineyards

A History As Old As Sonoma

It was 1825 when padres of the mission here in Sonoma established the first grape vineyard north of San Francisco. That historic vineyard, along with a stone structure adjacent to it, eventually came to be the vineyard



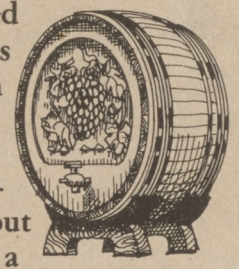
and winery of my grandfather, Samuele Sebastiani. Samuele, an Italian immigrant, came to the Sonoma Valley in the late 1800's and worked the stone quarries until he had money enough to found his long dreamed of winery (now State Historical Landmark No. 739).



Today, that original vineyard is still in use and our Sebastiani family wines are still aged in Samuele's stone cellars just as they have been for three generations. My father, August, was a man who believed in and taught us the traditional, old-world ways of his father and those techniques are the foundation of our Sebastiani wines.



Tours through our cellars pass through a forest of huge redwood aging vats within which rest the wines you will enjoy years from now. Those on our tours are treated also to America's largest collection of carved wine casks. These carvings are displayed throughout the cellars. And a recent addition to our cellars is an Indian Artifact Museum where visitors can marvel at the local history that preceded our own.





All tours conclude in our tasting room, the wine country's most congenial, where our wines may be sampled at your leisure. Tour guides will be happy to assist you and answer any questions you may have about our wines.

You are cordially invited and always welcome to stop by our cellars for a tour and tasting whenever you're in Sonoma.

Sam J. Sebastiani

Sam J. Sebastiani



Sebastiani
VINEYARDS
EST. 1825

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Newton Dal Poggetto, Attorney at Law	Ilene Jones Addison, Attorney at Law	State Farm Insurance Don Loken	A-1 Shoe Repair
	Mission Belle Beauty Salon		

Meet Gladys McCubbin

Continued from Page 29

is scheduled for early publication.

Gladys arrived in Kenwood by train in June, 1921, on vacation from her job as a copy girl on the Oakland Tribune. Her uncle, Frank Kent, S.P. freight agent, had earlier acquired a ranch on Kenwood's Lawndale road and family members enjoyed vacationing in the Valley.

Later her father acquired an adjoining 10 acres and built the home in which she now lives, amid deer, skunks, rabbits and quail.

AFTER 20 YEARS in state service in administration at Sonoma State Hospital, preceded by a WWII tour as Army Air Force Inspector at Northrup Aircraft on P-61 Night Fighters, plus freelance writing of travelogues, technical articles and as local correspondent for the Press-Democrat, Index-Tribune and Valley Review, Gladys is actively retired into wood sculpture, co-authoring a book on sculpture with Rosa Estebanez, Petaluma sculptor, and syndicate crossword puzzles.

Gladys' continuing summer travels follow the American Institute for Foreign Studies to classes in London, Spain, Greece, Turkey, Cairo, the Mediterranean, Rome, Paris, and a proposed next year's course in Ireland, Scotland and Denmark.

Sonoma Valley's unique historical, vintage and recreational facilities lend themselves to crossword puzzles in which every clue reveals anew to Gladys the charisma that is of the Valley of the Moon.

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URN AREOS ORA
DATES VINTNER
ASA RAW
POMMACE PINOT
AGA MAYAS AUU
ERR DEC HTR
SEVEN RETURN
VINTAGETIME
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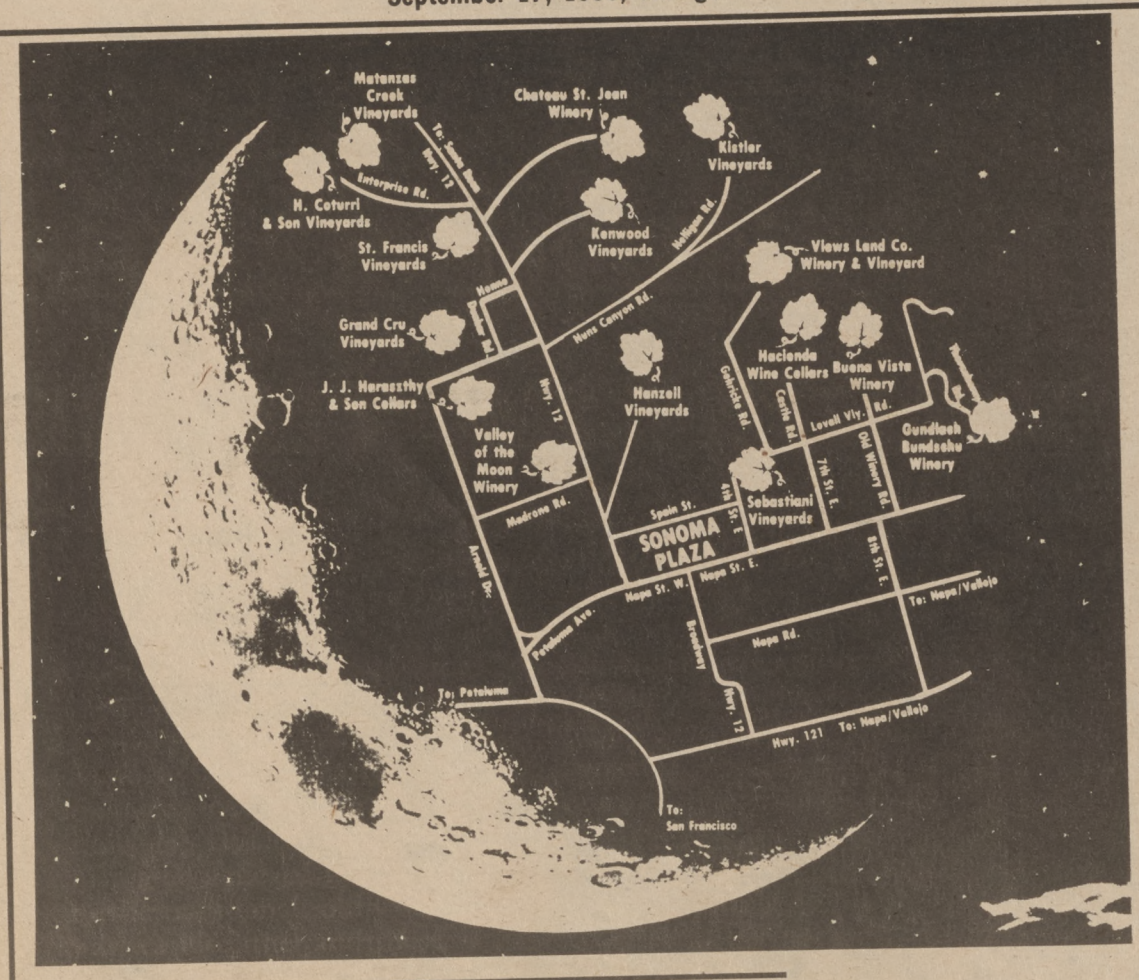
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The wineries of the valley

BUENA VISTA WINERY -- Located at 18000 Old Winery rd., Sonoma. Take Napa st. east from plaza, turn left on to Old Winery rd. Tasting room open daily from 10 a.m. to 5 p.m. Self-conducted tours. Shady picnic area.

CHATEAU ST. JEAN -- Located at 8555 Highway 12 in Kenwood. Tasting room open daily 10 a.m. to 4:30 p.m. Tours by appointment only. Picnic area provided. Call 833-4134.

H. COTURRI & SONS -- Located off Sonoma Mountain rd. on Enterprise rd. No tasting or tours. For more information call 996-6513.

GRAND CRU VINEYARDS -- Located at 1 Vineyard ln. in Glen Ellen, set behind Dunbar Elementary School on Dunbar rd., off of Hwy. 12. Tasting room open Saturdays and Sundays, 10 a.m. to 5 p.m. Tours by appointment only. Call 996-8100.

GUNDLACH-BUNDSCHU WINERY -- Located at 3775 Thornsberry rd., Sonoma. Take Napa st. east to Old Winery rd., to Lovall Valley rd., proceed to Thornsberry rd. Tasting room open daily, noon to 4:30 p.m. through October. After that, open Fridays, Saturday and Sundays, noon to 4:30 p.m. Picnic area.

HACIENDA WINE CELLARS -- Located at 1000 Vineyard ln. in Sonoma. Take Napa street east to Seventh st. east, turn left on Castle rd., continue on straight to Vineyard ln. Tasting room open daily 10 a.m. to 5:30 p.m. Picturesque picnic area.

J. J. HARASZTHY & SON -- Located at 14301 Arnold dr. in the London Glen Village, Glen Ellen. Tours by appointment only. Call 996-3040.

HANZELL VINEYARDS -- Located at the end of Lomita ave. above Boyes Hot Springs. Visitors by appointment only. Call 996-3860 or 996-0431.

KENWOOD VINEYARDS -- Located at 9592 Hwy. 12 in Kenwood. Tasting room open daily 10 a.m. to 4:30 p.m. except on major holidays. Tours by appointment only. Call 833-5891.

KISTLER VINEYARDS -- Located at 2995 Nelligan rd. between Glen Ellen and Kenwood. No tastings. Limited tours by appointment only. Call 833-4662.

MATANZAS CREEK WINERY -- Located at 6097 Bennett Valley rd. in Bennett Valley between Kenwood and Santa Rosa. Tours by appointment only. Phone 542-8242.

Please turn to Page 35

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1976
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WHEN YOU need a choice of quality lumber at a competitive price, come to see Ted Schoen, manager of Schellville Wood Products' retail division.

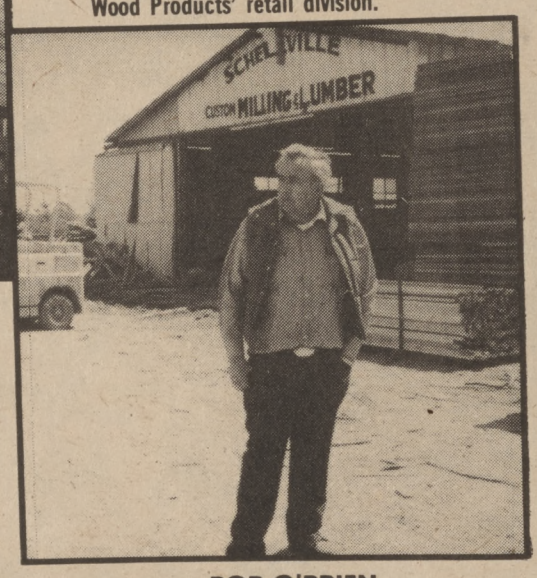


TED SCHOEN

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The wineries . . .

Continued from Page 34

SEBASTIANI VINEYARDS -- Located at 388 Fourth st. east in Sonoma, east one mile from the plaza. Tasting room open daily, 9 a.m. to 5 p.m. Guided tours. Visitors urged to get there early on weekends.

ST. FRANCIS VINEYARDS -- Located at 8540 Sonoma hwy. in Kenwood (directly across the road from Chateau St. Jean). No tastings or tours until 1981.

VALLEY OF THE MOON WINERY -- Located at 777 Madrone rd., north of Boyes Hot Springs off of Hwy. 12. Tasting room open everyday except Thursday from 8 a.m. to 5 p.m. No tours. Picnic area provided.

. . . and their wines

If you want to have just one bottle of every wine currently available from each Sonoma winery, be prepared to make room in your cellar for over 150 bottles. Here is a listing, provided by each winery, of what they are currently selling at the winery and in the stores:

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CABINET

Buena Vista

SONOMA

GEWURZTRAMINER

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BUENA VISTA WINERY, SONOMA, CALIFORNIA
ALCOHOL 12 ½% BY VOLUME

1979 Green Hungarian
1978 Chablis
1978 Sauvignon Blanc
1978 Gewurztraminer
1978 Johannisberg Riesling
1978 Johannisberg Riesling Heritage
1978 Johannisberg Riesling Late Harvest
1978 Gewurztraminer Heritage
1978 Chardonnay
1978 Chardonnay Heritage
1978 Cabernet Rose
1978 Pinot Noir Rose
Burgandy (non-vintage)
1974 Barbera
1975 Lachryma Montis
1975 Pinot Noir Cask 8
1976 Pinot Noir
Zinfandel (non-vintage)
1977 Zinfandel Cask 12
1975 Cabernet Sauvignon

Please turn to Page 36

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Our little wood frame building on First Street East, shown here around the turn of the century with its wooden sidewalks, once functioned as the Sonoma Library. Sonoma oldtimers tell us it also was the Sonoma Post Office at one time, and possibly even a saloon. Bates Mortuary was in the building next door. In later years it housed a real estate office. We with Farmers Insurance enjoy the building's solidarity -- we are proud to be a part of its heritage.



Our office today. Left to right: Don Fee, Sue Hull, Jerry Hull

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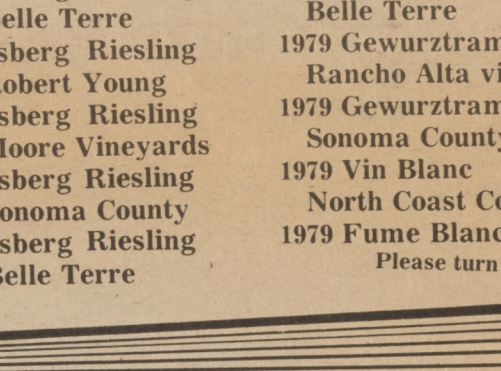
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Buena Vista wines

Continued from Page 35

1974 Cabernet Sauvignon Cask 25
1977 Cabernet Sauvignon Cask 34
Ultra Dry Sherry
Golden Cream Sherry
1974 Vintage Port



Johannisberg Riesling
1978 Belle Terre
Johannisberg Riesling
1976 Belle Terre
Johannisberg Riesling
1976 Jade Mountain
Johannisberg Riesling
1977 Belle Terre
Johannisberg Riesling
1979 Robert Young
Johannisberg Riesling
1979 Moore Vineyards
Johannisberg Riesling
1979 Sonoma County
Johannisberg Riesling
1979 Belle Terre
Johannisberg Riesling
1979 North Coast Co.
1979 Muscat Canelli
LH Wildwood
1979 Muscat Canelli
John Buehler Ranch
1978 Gewurztraminer
Belle Terre
1979 Gewurztraminer
Rancho Alta vista
1979 Gewurztraminer
Sonoma County (dry)
1979 Vin Blanc
North Coast Counties
1979 Fume Blanc

Please turn to Page 37

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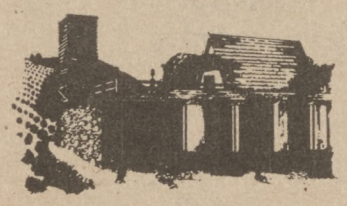
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Book Store
Mon-Fri 10-6; Thurs until 9
Sat 9:30-5:30; Sun 11-5

Chateau St. Jean wines

Continued from Page 36

La Petite Etoile
1979 Fume Blanc
Napa Valley
1978 Fume Blanc
Napa Valley
1979 Fume Blanc
Sonoma County
1978 Chardonnay
Les Pierres
1978 Chardonnay
Wildwood
1979 Chardonnay
Sonoma County
1977 Chardonnay
"Victoria" LH
Cabernet Sauvignon
1977 Sonoma County
Cabernet Sauvignon
1977 Laurel Glen
Cabernet Sauvignon
1977 Glen Ellen
1977 Merlot Sonoma Co.
Cabernet Sauvignon
1976 Sonoma Co. Mgnm.
1976 Zinfandel
Wildwood Magnum
1977 Zinfandel Glen Ellen
1977 Zinfandel Wildwood

Grand Cru' Vineyards
Brand



GARDEN CREEK RANCH
Alexander Valley
Gewürztraminer
"SLIGHTLY SWEET"
1977
PRODUCED & BOTTLED BY GRAND CRU' VINEYARDS, INC.
GLEN ELLEN, CALIFORNIA, USA
ALCOHOL 12.3% BY VOLUME

NV Sonoma Bouquet
1978 Gewurztraminer
Late Picked
1978 Pinot Noir Blanc
1979 Gewurztraminer
1979 Dry Chenin Blanc
1979 Pinot Noir Blanc
Cabernet Sauvignon
Lot 767
1977 Zinfandel
Late Picked
1977 Gewurztraminer
"Induced Botrytis"

Please turn to Page 38



•Leather Wine Racks •Stained Glass
and other quality leather
•Etched Glass Boxes •Laser Prints
•Austrian Crystal •Unique Cards
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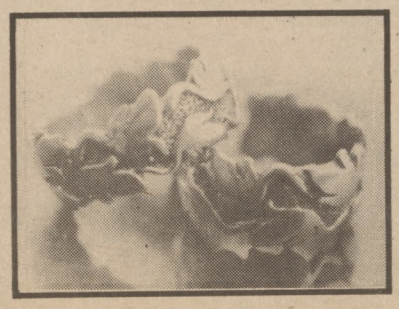
"We're the ones who care"

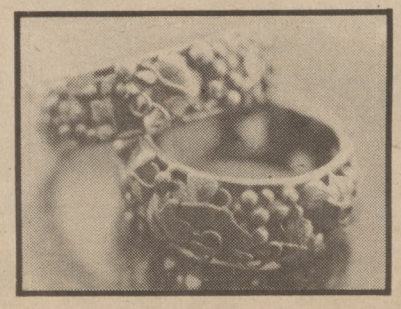
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H. Coturri & Sons

Continued from Page 37

To be released Dec. 1, 1980:
1979 Sonoma Valley Semillon
1979 Sonoma Valley Johannisberg Riesling (Glen Ellen Vineyards)
1979 Pinot Noir (Glen Ellen Vineyards)



Zinfandel
Cabernet Sauvignon
Merlot
Pinot Noir
Kleinberger

Johannisberg Riesling
Sonoma Riesling
Gewurztraminer
Chardonnay
Sonoma Rose



1978 Chardonnay

1976 Pinot Noir

Please turn to Page 39

$2 OFF
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Visit the Optimist Club Booth at the Vintage Festival — Serving Delicious Elegant Crust Pizza!

The Elegant Crust

Sonoma Marketplace
(NEXT TO LONG'S DRUGS)
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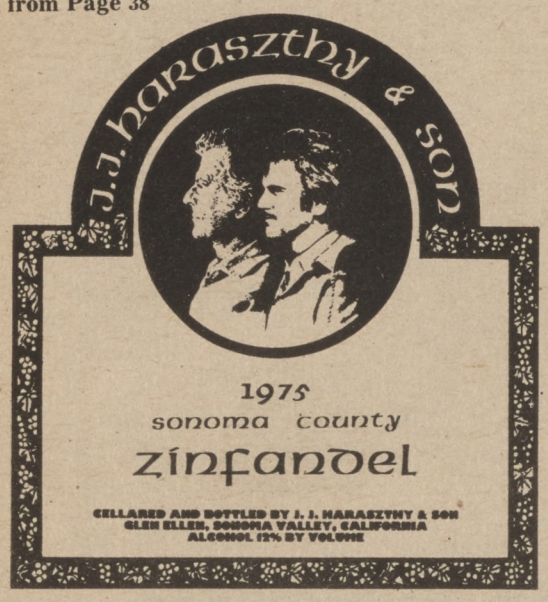
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Massage
Body Work
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Yoga - Conscious Movement



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Continued from Page 38



1979 Gewurztraminer
Rancho Alta Vista
1976 Zinfandel

Sonoma County
Johannisberg Riesling
1979 Sonoma County

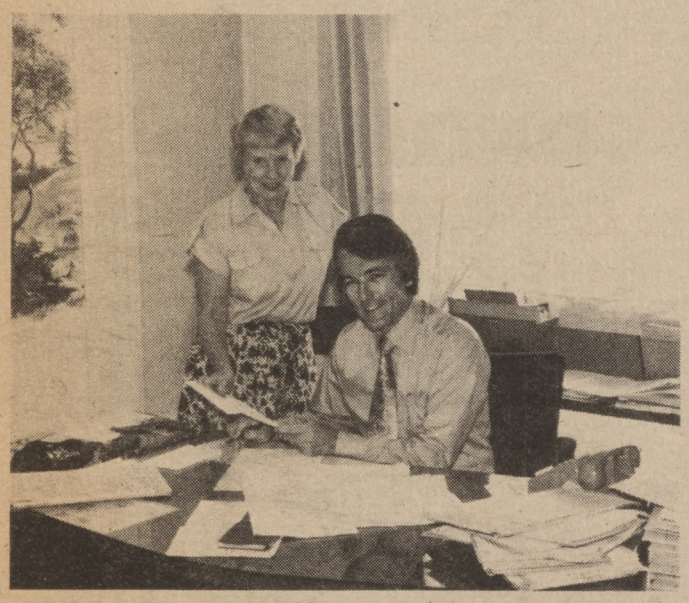


1979 White Table Wine
1979 Pinot Noir blanc
1979 Chenin Blanc
1978 Pinot Noir Rose
1979 Johannisberg Reisling
1979 Gewurztraminer

1979 Chardonnay
NV Red Table Wine
1977 Pinot Noir
1976 Petite Sirah
1977 Zinfandel
1977 Cabernet Sauvignon
Jack London

Please turn to Page 40

Best wishes for a successful
Vintage Festival



Carolyn Rear, Secretary, Roland L. Thibault, Manager

Serving the Valley since 1961.

NORTHWESTERN TITLE CO.

158 W. Napa St. Sonoma 938-8447

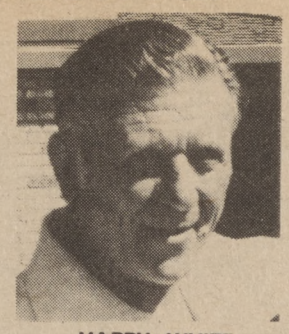
Ranch & Home Realty Investments, Inc.
20820 Broadway 707-996-7000



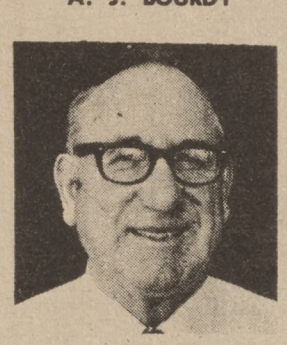
I want to thank my many friends who called upon me to represent them in their real estate transactions. I pledge to continue to represent all my clients in an honest & capable manner.
Don Rockey

Vintage Festival Greetings


A. J. BOURDY


HARRY WHITE

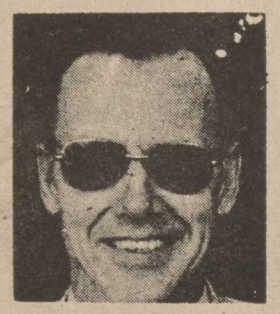

DAN BOYLE


DONALD BRANDON


MARTHA MALARDINO


ANTHONY STEVENS


CHARLES AVERY


ALLEN MARTINSON

from all of us at

VALLEY OF THE MOON REALTY

232 W. Napa St. 938-1434

Vintage Festival Greetings!



Bancrofts Flowers

Let flowers make everyday an occasion!

FLORISTS' TRANSWORLD DELIVERY FTD SELECTED MEMBER

Your Master Nurseryman

Broadway & Chase
SONOMA. CA. 95476

996-2902

Continued from Page 39

Hacienda Wine Cellars



1975
Sonoma Valley
Cabernet Sauvignon

Estate Grown, Produced and Bottled by
Hacienda Wine Cellars, Sonoma, California
Alcohol 12.8% by Volume

1979 Chardonnay
1979 Johannisberg Riesling
1979 Gewurztraminer
1979 Gewurztraminer Selected Reserve
1979 Pinot Noir Blanc
1978 Pinot Noir
1978 Zinfandel "Estate Bottled"
1977 Zinfandel Port
1979 Dry Chenin Blanc
N/V Dry Cocktail Sherry
1977 Cabernet Sauvignon "Estate Bottled"

Kistler

California Chardonnay

16,332 Bottles Produced

No. 1979

SONOMA-CUTRER VINEYARD

PRODUCED AND BOTTLED BY KISTLER VINEYARDS, GLEN ELLEN, CALIFORNIA TABLE WINE

Schedule for release November 1, 1980:
1979 Chardonnay Sonoma-Cutrer
1979 Chardonnay Dutton Ranch
1979 Chardonnay Winery Lake



Please turn to Page 41

EASTSIDE GROCERY



Garden Restaurant

Experience Old European Charm
— Homemade —
Soups Sandwiches Desserts
Salad Bar

Lunch
Tuesday thru Friday
11-3 p.m.
Sat. 12-3 p.m.

Dinner
Friday evenings only
5:30-9 p.m.

Sunday Champagne Brunch 11-3 p.m.
(Reservations suggested for brunch)

938-4909

Vintage Festival Greetings!

From All Of Us At . . .

SONOMA FRENCH BAKERY

Our famous FRENCH BREAD rolls, pastries and other specialities available

WEDNESDAY THRU SUNDAY
WED.—SAT. 8-6 SUNDAY 8-NOON
Closed Mondays and Tuesdays

470 First Street East
Gratien Guerra, Proprietor
996-2691

Continued from Page 40

MATANZAS CREEK WINERY

1978

SONOMA COUNTY

CHARDONNAY

A TABLE WINE PRODUCED AND BOTTLED BY
MATANZAS CREEK WINERY, SANTA ROSA, CALIF., BW-CA-4848.

1978 Pinot Blanc
1978 Gewurztraminer
1978 Chardonnay
1978 Pinot Noir
Projected releases:
1978 Merlot
1978 Cabernet Sauvignon
1979 Semillon
1979 Chardonnay
1979 Pinot Noir

EYE OF THE SWAN
A WINE OF LIGHT PIGMENTATION.
PRODUCED OF THE PINOT NOIR VARIETY.

VINEYARDS ESTABLISHED 1825
1977
Sebastiani



FOUNDED AT THE END OF EL CAMINO REAL

NORTH COAST COUNTIES
PINOT NOIR
BLANC

PRODUCED AND BOTTLED BY SEBASTIANI VINEYARDS
SONOMA VALLEY, CALIFORNIA 95476
ALC. 12½% BY VOL. BONDED WINERY 876

Table Wines
Burgundy
Chablis
Grenache Rose
Vin Rose
1979 Gamay Beaujolais Nouveau
Chianti
Chenin Blanc
Green Hungarian
Zinfandel
Gamay Beaujolais
Barbera
Sylvaner Riesling
Pinot Noir Blanc
Gewurztraminer
Pinot Noir
Johannisberg Riesling
Rosa Traminer
Cabernet Sauvignon
Chardonnay
Mountain Mid-Varietals
Mountain Zinfandel
Mountain Chenin Blanc
Mountain French Colombard
Mountain Pinot Noir

AUTHENTIC
GREEK FESTIVAL
'80

SAT & SUN
SEPT. 20 & 21
Noon 'til 11 pm
Napa Town & Country
Fairgrounds Main Exhibit Bldg.



- Bouzoukia Bands
- Imports
- Greek Taverna
- Entertainment
- Folk Dancing
- Greek Foods
- Pastries
- Coffee Shop

and much, much more.

SUMPTUOUS GREEK DINNERS SERVED SAT. & SUN. 1 P.M. TO 9 P.M.

ADULTS $1.50
CHILDREN FREE!
(Under 12)

FREE TRIP FOR TWO TO HAWAII

For 8 Days To Be Given Plus Many Other Prizes. Winner Need Not be Present.

Proceeds to Sts. Constantine and Helen Greek Orthodox Church, Serving Napa, Solano, Sonoma Counties, and Northwestern California.



The Secret Garden

Warm thanks to all our friends for four successful years of business. Drop by and visit our old stone building with seven unique shops.

Antique reproductions
Children's toys
Jewelry
Plants
Pottery
Kitchenware
Baskets

13885 Sonoma Hwy.
(next to Mother Flugger's Old Same Place)
996-7531

Please turn to Page 42

THE "IN" PLACE AT NIGHT

ALSO FEATURING FOR LUNCH THE BEST HAMBURGER AND STEAK SANDWICHES IN THE VALLEY.

DINING ROOM AND LOUNGE HAVE COMPLETE VIEW OF THE BEAUTIFUL SONOMA PLAZA.



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OF SONOMA

FOOD • SPIRITS ON THE PLAZA
• OPEN EVERY DAY
(707) 996-GINO

HAVE A WONDERFUL, SAFE VINTAGE FESTIVAL



Les — Larry — Kirk — Wade — Kitty — Joe

AND FOR ALL YOUR CAR NEEDS,
COME TO

LES' AUTO PARTS, INC.

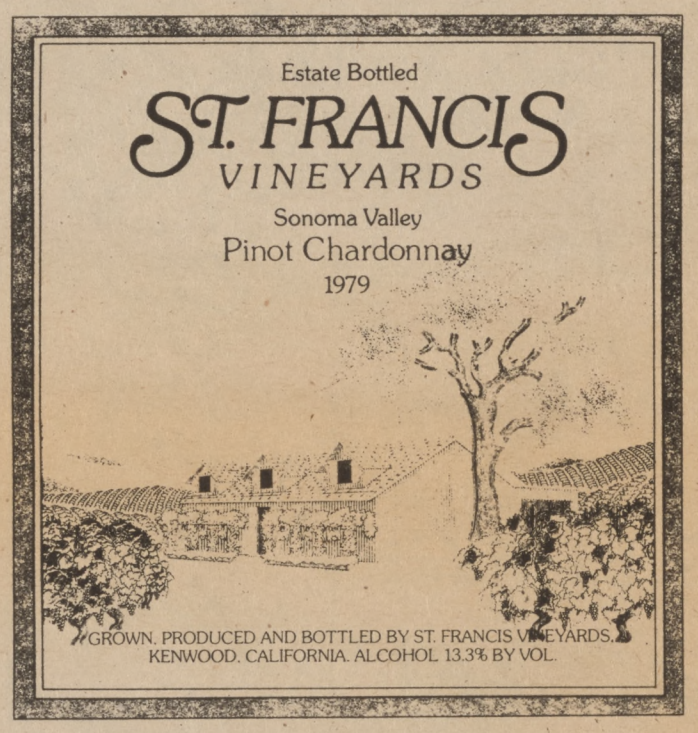
677 FIRST STREET WEST
SONOMA
996-8438

Sebastiani wines

Continued from Page 41

Mountain Varietal
Cabernet Sauvignon
Mountain Generics
Mountain Burgundy
Mountain Vin Rose
Mountain Chablis
Mountain Grenache Rose
Petite Chablis
Mountain Rhine
Dessert Wines
Amore Cream Sherry
Arenas Dry Sherry
Adagio Tawny Port
Vermouths
Dry and Sweet
Champagnes
Champagne Brut
Bottle Fermented
White Champagne
Charmat Process
Pink Champagne
Charmat Processs
Sparkling Burgundy
Charmat Process

Vintage Wines
1969 Burgundy
1970 Burgundy
1971 Burgundy
1970 Barbera
1971 Barbera
1972 Barbera
1973 Barbera
1969 Pinot Noir
1971 Pinot Noir
1972 Pinot Noir
1973 Pinot Noir
1972 Cabernet Sauvignon
1973 Cabernet Sauvignon
1974 Zinfandel
1977 Pinot Chardonnay



1979 Gewurztraminer
1979 Johannisberg Riesling
1979 Chardonnay
1979 Pinot Noir and 1979 Merlot not ready for release

Please turn to Page 43



Sonoma's
SONY and ZENITH
Dealer at
554 W. 3rd St.
Louis and Marylaura Ramponi's
SONOMA TV
554 W. 3rd St. 996-2011

Continued from Page 42



Estate Bottled White Wines
Semillon
French Colombard
Zinfandel Rose
Estate Bottled Red Wines
Zinfandel
Pinot Noir
White Table Wines
Semillon
Chablis
Pink Table Wines
Vin Rose

Private Stock
Zinfandel
Claret
Burgundy
Dessert Wines
Sherry
Port
Tawny Port
Champagnes
White
Pink
Cold Duck



"Pardner, we're in the WESTERN business"

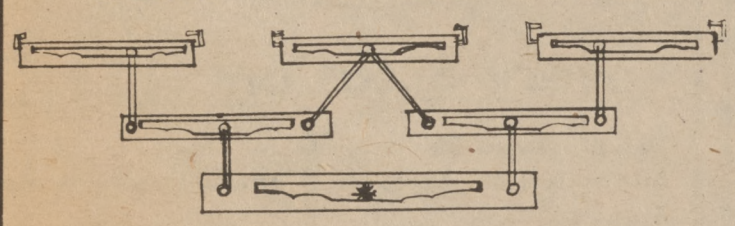
●Shirts ●Pants ●Boots ●Jackets ●Belts ●And More



Owners Bev and Jim McCombs and son Aaron

●Saddles and Tack
(Western and English)

THE TRIPLE TREE



817 W. Napa Street Sonoma 996-4166

SONOMA VALLEY'S
CENTURY-OLD
FUNERAL HOME
1879 - 1980

Bates, Evans & Fehrensen

996 Broadway Sonoma

WELCOME TO THE VINTAGE FESTIVAL

HISTORICAL LANDMARK NO. 496



BUILT IN 1836 BY CAPT. SALVADOR VALLEJO

THE
SWISS HOTEL

SUPERB DINING
Delicious food prepared in the old world style by our chef for 42 years,
FRED WING
COCKTAILS
In the famous Grey Fox Saloon. The finest rare California wines,
Personally selected by owner Ted Dunlap.
Some of our wines available nowhere else in California.
A museum in its own right, The Swiss Hotel displays an endless array
of antiquity and a century's worth of memorabilia.
Outdoor dining is offered in the summer in our grape arbor covered patio.

Your Hosts: TED & HELEN DUNLAP

OPEN FOR DINNER WEDNESDAY THRU SATURDAY AT 5 PM
NOON ON SUNDAYS RESERVATIONS 938-9822

- THE ONLY SALOON IN THE WORLD WITH A GENERAL'S 5 STARS — GIVEN TO US BY GENERAL HENRY "HAP" ARNOLD
- THE ONLY SALOON THAT HAS FOR YOUR VIEWING A GOOD REDEEMABLE (3.00) THREE DOLLAR BILL



Taste our award-winning wines...

Chateau St. Jean

Visit our tasting room in the old Chateau and enjoy your picnic overlooking the beautiful Valley of the Moon.

TASTING ROOM OPEN DAILY
10:00 to 4:30

8555 Sonoma Highway • Kenwood, California

On the wagon



From these beginnings . . . Transportation in the 19th century was limited by the lack of roads in Sonoma Valley. Grapes were transported to the winery by wagon.

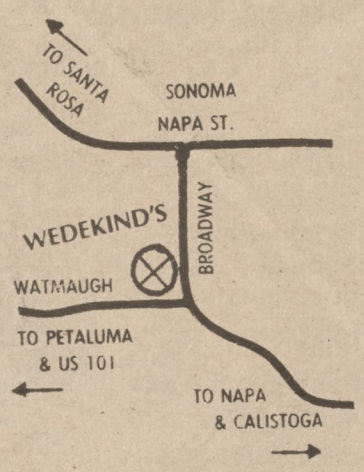




Wedekind's is a beautiful country nursery.

It is the home of the rose - "Sonoma" and many varieties of wine and table grape vines.

Wedekind's is located 1½ miles south of Sonoma on Highway 12.



Please stop in and enjoy a walk through the garden, and enjoy a free sample of grapes.

WEDEKIND'S

A COMPLETE GARDEN CENTER
21095 Broadway • 938-2727

Kay's

FABRICS

Al and Kay Adams

Have a wonderful Vintage Festival

Quality fabric and accessories for every occasion



201 W. Napa St.
Sonoma Marketplace
Sonoma
996-3515

Place des Pyrenees

Crash course

A five minute wine tasting course

By Brother Timothy
Cellarmaster, The Christian Bros.

First of all, don't let the term "wine taster" scare you. All it really means is one who lifts a glass and tastes the wine therein. And don't be too impressed with all that glass twirling and sniffing. With a little practice, you can do it too. If you don't know WHY you're doing it, none will ever be the wiser. But if you WANT to know why, so that you may twirl and sniff with true finesse, here is a simple five minute instruction course in wine tasting designed to put you in the expert class.

There are three easy guide posts to keep in mind:



APPEARANCE: Hold glass by stem: raise to light and observe color and clarity. (Good wine is never cloudy . . .colors are always clear.)

Please turn to Page 46

Our compliments and congratulations to all of you who made another Vintage Festival possible!



We're Celebrating Our **54th** Year! •Formerly Duhring's General Merchandise Founded 1850

498 First St. East **Mission Hardware** 996-2211 Sonoma

Best Wishes For A Successful Vintage Festival!

Marie Cusic
Tom Michelis
Bob Armstrong
Mitzi Mishler

Katherine Littell
Pete Atkin
Adele Deutschen

BEAR FLAG REALTY
996·52·27
on the Plaza
515 FIRST STREET EAST, SONOMA



Lei, Alberta, Cathy

Vintage Festival Greetings!
from all of us at
Athena Beauty Lounge
96 Boyes Blvd. 996-0088
Tues-Fri 9AM-6PM Sat 7AM-6PM

Five minute course in wine tasting

Continued from Page 45



FRAGRANCE: Twirl glass between thumb and finger. Now sniff for aroma and bouquet.

Aroma is easy to identify: it's the grape fragrance.

Bouquet is the more subtle scent which comes from fermenting and aging.



TASTE: Now sip the wine Hold it in your mouth for a moment, noting the pleasant tartness or richness; degree of sweetness, if any; body or consistency; distinctive flavor. With a little practice you'll soon recognize delightful complexities in fragrance and fla-

Please turn to Page 47

Old Sonoma Creamery



Delicatessen *Ice Cream Parlor*

Meats, Cheeses, Imported and Domestic Beers, Wines
Sandwiches, Salads, Gourmet Specialties

VISIT OUR COOL ICE CREAM PARLOR
Ice Cream Cones, Splits, Sodas, Sundaes, Candy
SEE OUR UNDERGROUND SPRING FOUNTAIN

Across From Sonoma Mission

400 First St. East *938-2938*



J. J. Haraszthy & Son

Glen Ellen, California 996-3040

VINTAGE FESTIVAL GREETINGS!



Photo Supplies & Accessories
Cosmetics and Fragrances

Quality Prescription Service
Hallmark Thoughtfulness Shop
Gifts For All Occasions
Featuring Russell Stover Candies

ADOBE Sonoma Drug
303 W. Napa St.
Home Owned & Operated Since 1951.
PHOTO & COSMETICS: 938-1147
DRUG DEPT: 938-1144
VISA•MASTER•ADOBE CHARGE
OPEN EVERYDAY

Five minute course in wine tasting

Continued from Page 46

vor derived from fine grape varieties. Now . . . .swallow and enjoy the aftertaste.

That's all there is to it . . . You're a Wine Taster.

There's been a lot of loftytalk over the years, about just the right wine to serve with a specific food. "Red wine with red meat . . . white wines with fish and fowl" was the rule no host or hostess dared to disregard.

Let me assure you that most of this is just what it seems . . . .talk. Taste is a very personal thing . . . your very own . . . . and if Chablis, (white) tastes better to you with a T-Bone steak than Burgundy, (red) . . . .why shouldn't you have it? Square your shoulders, look your waiter straight in the eye, and order it!

There are still, however, general classifications into which

Please turn to Page 48

Charlie's

ThomMcAn

"The Complete Family Shore Store"



extends a warm thank you to the people of Sonoma for making our first year in the Sonoma Marketplace so successful. We continue to carry a full line of dress, casual, work and athletic shoes for the entire family. Dave, Joe and Carl are all experienced to provide proper fit for yourselves and your children. We promise to maintain quality and affordability at all times and our selection is second to none in Sonoma Valley. Come visit us:

SONOMA MARKETPLACE

Mon-Fri 10-6 Sat 10-5 Thur till 9
Sun 12-4

996-4138

Here's to you!



Wine Goblets . . .

We carry an exciting collection of art glass & porcelain goblets & decanters, designed to please the most discriminating wine and art connoisseur.

Good Day, Sunshine

13647 Arnold Dr., Glen Ellen 938-4001

29th Annual Flower Show

Sept. 20 & 21

Valley of the Moon Garden Club

Sonoma Community Center

1½ blocks east of Plaza

276 E. Napa st.

FREE PARKING

FREE PARKING

•Garden displays

•Arrangement competition

•Tea Room and many other center activities

Vintage Festival Greetings!



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18495 HIGHWAY 12 BOYES HOT SPRINGS
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New Construction ★ Remodeling ★ Free Estimates
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Electric Rooter ★ ★ Sewer Service
Sales ★★★ Installation ★★★ Repairs
Water Heaters - Disposals - Heaters - Faucets
VISA Discounts to Senior Citizens Master Charge
TELEPHONE: 938-8311



SONOMA THUNDER

Morning Balloon Flights
Gift Certificates
Free Champagne after flight

Reservations Necessary
Wayne Schake 996-1112
Donald Booker 938-5131

A five minute wine tasting course

Continued from Page 47

wines fall, which are good guides as to their use.

The dry wines, (those with less sugar and alcohol content than the sweet,) are understandably better with the main courses of a luncheon or dinner.

The sweet wines, aperitif and dessert , since they have more sugar and a higher alcohol content, are better between meals, or at the beginning or the end of a meal.

Champagnes are of course the glamour wines, and may precede lunch, dinner . . . .(or even breakfast!) with perfect aplomb. They

Please turn to Page 49

Refinishing

- Careful hand stripping
- Quality restoration & refinishing Pianos & Furniture
- Touch-ups on burns, scratches & nicks
- Pickup and delivery
- Free estimates
- Repairs





Robert Bailey
996-4397
(will be relocating soon)

A five minute wine tasting course

Continued from Page 48

may see the old year out or the new year in. At receptions their only accompaniment need be a slice of cake or a simple wafer. If the gathering is Just Two or Two Hundred, the same truth holds: Champagne makes it very special.

Just one last point before you receive your Master's Degree in Wine Tasting. Commit to memory this one quotation from a great American, Benjamin Franklin:
"Wine is a constant proof that God loves us and loves to see us happy ."

HAPPY VINTAGE FESTIVAL

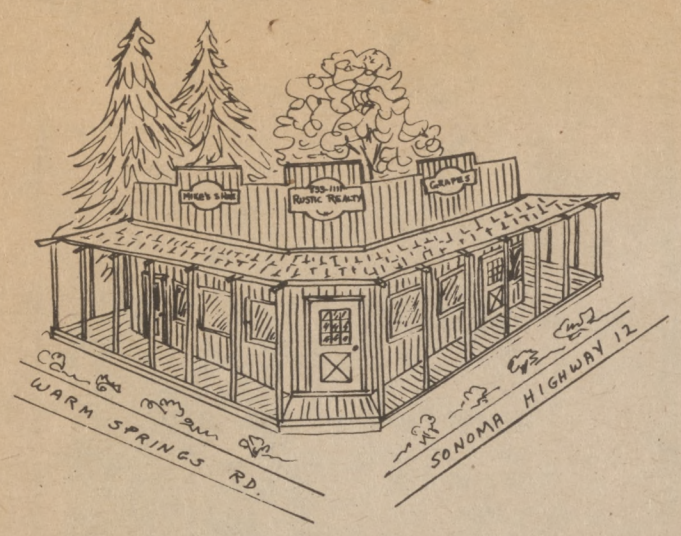


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Jack Scott
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CALIFORNIA



High Fashion
• Sportswear
• Jeans
• Tops

Rocky Mtn.
Chemin de Fer
SASSOON
SAN FRANCISCO SHIRT WORKS
EST 1970 A.D.
and many more!

996-5668
201 W. NAPA ST.
SONOMA MARKETPLACE

The great winery boom of the 1880s

If you think that more and more wineries are popping up like mushrooms in Sonoma County these days, you wouldn't believe the wild rush that went on 100 years ago.

At the beginning of the period 1880 to 1890, a reporter for the Sonoma Index-Tribune counted 37 wineries in Sonoma Valley alone. The Santa Rosa-Healdsburg area had another dozen for a total of about 50.

Then, exactly 10 years later, the Board of Viticultural Commissioners of the state took their own survey. This time, the county's winery count had blossomed to 119.

Despite all the recent excitement and flurry of interest in wine in the North Coast region, There has never quite been another period of similar growth like the 1880s.



THE FEED STORE, USA
& RETAIL BOUTIQUES

CandyLand
CANDY ~ UNIQUE TOYS
MARIONETTES
SONOMA T-SHIRTS
ADOPTABLE "BABIES"
WOODEN & STUFFED TOYS
OPEN MON-SAT 10-6
996-1242 SUN 11-4

Le Petit Salon
FOR THE UNUSUAL
FEATURING ....ART, OBJECTS OF ART, WALL DECOR, HAND PAINTED SILK PILLOWS, ANTIQUE DECORATOR ACCESSORIES, CUSTOM BED QUILTS, BED SPREADS AND WALL HANGINGS
OPEN
TUES-SAT 9-6 PM
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Cricket's Corner
FEATURES LIMITED EDITIONS, CRYSTAL, FIGURINES, GIFTS, MUSIC BOXES, & OTHER COLLECTABLES
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996-8107 SUN 11-4

NOW OPEN
across the street
from Sonoma Plaza

Sonoma Hot Dog Co.
FEATURING FINEST QUALITY SELECTION OF CUSTOM HOT DOGS, SHISKADOGS, STUFFED POTATOES, FROZEN YOGURTS & MORE, TO GO OR DINE IN
OPEN
MON-SAT 10-6
SUN 11-4

WHAT A GREAT PLACE JUST TO BROWSE...OLD FASHIONED SERVICE

Open Mon-Sat
10-6; Sun 11-4
THE FEED STORE
and Boutiques
103 WEST NAPA ST., SONOMA CA.
ON THE PLAZA — 996-3669

SONOMA VALLEY ART CENTER
14 Spain St. (on the plaza) Sonoma

Gallery Open Daily
11-5 PM
Longer hours on week-ends.

Selling Original
PAINTINGS • POTTERY • CRAFTS

Charles Gill is showing his extraordinary collection of rocks, shells and jewelry at moderate prices.
Open daily 11 to 5.

Visit our VINTAGE FESTIVAL ART SHOW in the Plaza
Sept. 20-21, open 10 a.. to 5 p.m.

MEMBERS ONLY . . . artist's work will be judged and ribbons given.

Contemporary Women's Fashions
Barclay's of Sonoma

ANOTHER COLLECTIBLE FROM JOHN MEYER!

Dependable standards with separates coordinating in traditional hues. Distinctive Shetland and Angora cable knit sweaters, authentic plaids and fresh interpretations of American classic blazers will be the backbone of a contemporary woman's wardrobe for fall.

JOHN MEYER
Designed by Pat Ashley
ON THE PLAZA
40 WEST SPAIN STREET (707) 996-3909

Running behind

Grapes taking their sweet time developing this 1980 harvest season

By JOHN LYNCH

When will it ever start?

Vineyardists and vintners in Sonoma Valley have got to be wondering just that this 1980 grape harvest season, which certainly isn't going to set any land world speed records.

As this special Vintage Festival edition went to press late last week, most local wineries had yet to commence any full-scale harvesting. Small wonder.

The year 1980 may well be remembered as one of the most

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VINTAGE FESTIVAL GREETINGS

Crown Hallmark Shop

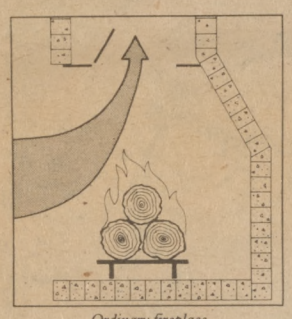
Complete gift line
Cards for every occasion
Wedding department featuring:
invitations, wedding accessories,
albums, guest books

SONOMA MARKETPLACE
996-1546

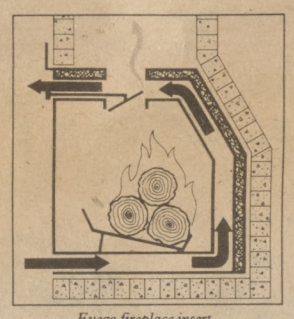
Store hours:
Mon.-Fri. 9:30-6
Sat. 9:30-5
Sunday 12-5
Open Thurs. till 9 p.m.

Learn How You Can --

TURN YOUR FIREPLACE INTO AN EFFICIENT HEATER.



Ordinary fireplace



Fuego fireplace insert

There's nothing like a warm, cozy fire in the fireplace.

But with fuel bills going up and up, today you need more.

To turn your fireplace into an efficient heater, just add a Fuego fireplace insert.

The idea's a natural: natural convection. As the fire burns in the heavy gauge steel firebox, room air is drawn in, around the fire, heated and vented back into the room.

And because the fire's contained behind tempered glass doors, you use ⅓ as much wood as an ordinary fireplace.

See all the beauty of your fire.

And the beauty of lower fuel bills.

FUEGO FIREPLACES
Warm up to a beautiful idea.

Come to our Wood Burning Clinic during Vintage Festival days —

*Be sure to bring your fireplace measurements

WOOD'EN THINGS

The Solar Store

159 W. Napa St. 938-1526

Open Monday-Saturday 10-5 pm



Dave Wilson, Benny Hernandez, Michael Tocci, John Leverington, Wayne Odegard, Gloria Jackson, David Lujan, Blue Robertson. (Not pictured, Bob Bohna, owner).

HAPPY VINTAGE FESTIVAL, SONOMA
Thank you for your patronage through the year. It's rewarding to see so many Subaru's in town.

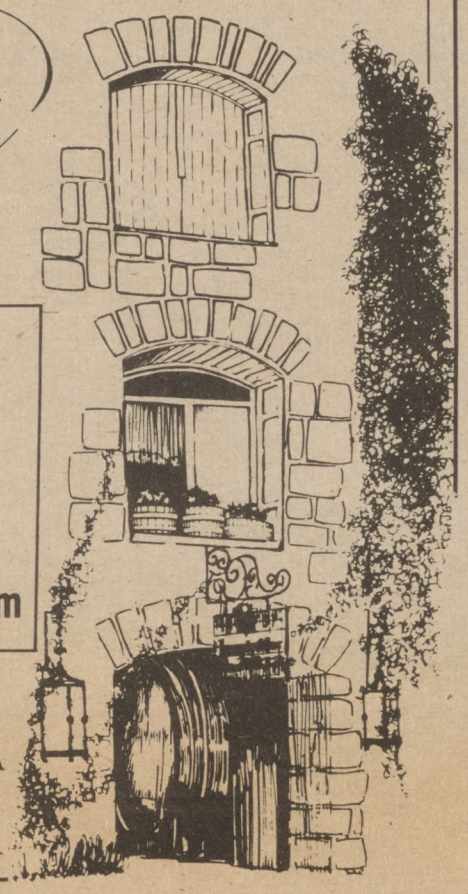
Sonoma Subaru * Country Motors
870 Broadway 996-4521

A SONOMA TRADITION

VISIT OUR HISTORIC CELLARS
DURING THE VINTAGE FESTIVAL

Buena Vista

WINERY AND VINEYARDS



Final Mid-Summer
Mozart Concert
Sunday, Sept. 28
5 PM
Tickets: BASS or Tasting Room

OLD WINERY ROAD, SONOMA
OPEN DAILY 10–5

Harvest running behind

Continued from Page 51

winter-like summers in recent memory. While afternoon temperatures have been more or less adequate for sugar development, the grapes have been stymied by cool, make that cold "summer" nights.

The mercury has repeatedly dipped well into the 40s and low 50s during night and early morning hours. The night and morning fog has been so thick at times that one could cut it with a knife. Early morning drizzle has not been uncommon.

And if any inkling of the proverbial "Indian Summer" doesn't show its face here pretty soon . . . well, maybe they will be picking grapes at Christmas this year.

THIS RATHER atypical Sonoma Valley summer weather has created other problems, as well. Mildew thrives in these types of conditions and many reports indicate that there will be some significant tonnage losses.

Uneven ripening in some varieties, particularly Gewurztraminer, has been another thorn in the growers side.

Unfavorable weather during the sensitive bloom period last spring resulted in some shatter in certain varietals, such as Cabernet Sauvignon.

But the primary concern is the time element. The later the picking starts, the chance of running into early autumn rains increases.

Nevertheless, most the winemen here remain confident that the 1980 harvest will pull through. As one local grower pointed out, rarely does Sonoma Valley experience a totally disastrous grape harvest; a little below or above average, maybe, but never a real wipe out.

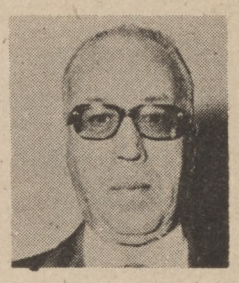
Still, a few kind words to Bacchus wouldn't hurt.

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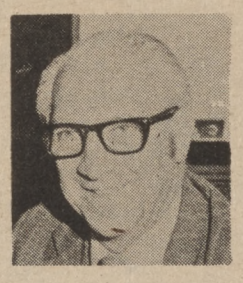
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The unsung heroes

Those not so familiar figures in our valley's wine history

By RICHARD PAUL HINKLE

The history of Sonoma Valley winemaking has been largely written by the Vallejos, the Haraszthys, and the Sebastianis. But a closer look shows the work of other winegrowers of interest and vision, many of whom contributed mightily to the lore of the vale Indians called "Valley of the Moons."

Of great viticultural importance was Captain James H. Drummond, credited by historian William Heintz as being the first to produce (in 1882) a varietal Cabernet Sauvignon in the United States.

Characterized by Frona Eunice Wait as "shy and youthful looking," Drummond came to Glen Ellen in 1878, after his retirement from British Army Service in India. On his 1000 acre estate he began planting a myriad of trees, vines and shrubs. Within 10 years he had 7000 fruit trees, including 1000 English and French filberts (hazelnuts), Japanese plums and persimmons, Himalaya cedars, English hawthorns, and a full spectrum of the vines of Bordeaux.

Drummond was convinced that the Gironde varieties were well suited to the soils and climes of California. Through his brother/partner, Hamilton Drummond, he imported cuttings directly from Chateau Lafite and Chateau Margaux -- at the outrageous cost of 25 cents each. An inveterate experimenter, he eventually grew over 200 different varieties.

DRUMMOND'S wines were sold under the label "Dunfillan," a reminder of his native Scotland. His label featured the insignia of the 34th Cumberland Regiment and the wines were sold throughout the U.S. and Europe. Though Drummond died an early death, his enquiring nature appears to have been perpetuated by his step-son, the noted viticultural professor, Frederic T. Bioletti.

Another Scotsman, William Hood, had settled five miles north of Drummond three decades earlier. Hood, a shipwright who had silver mines in South America, built a 20-room brick mansion in 1857 for his intended bride, Eliza Shaw, who was but 14 at the time. His Los Guilicos Ranch, at the foot of Mount Hood, covered 1400 choice acres. Today the mansion is surrounded by county buildings.

Hood first planted vines in 1858, but frost damage and poor management precluded an vinicultural success until the venture was taken over by his widow -- Eliza. By the late 1880's there were 225 acres of vines, including Zinfandel, Cabernet Sauvignon, Pinor Noir, Malbec, White Reisling, Semillon and Sauvignon Blanc. The three story oak-beamed brick winery was producing well over 100,000 gallons of wine each vintage, plus 5,000 gallons of brandy. Mrs. Hood was a fixture in the valley until her death in 1914.

Eliza Hood wasn't the only female winegrower of repute in the valley. The other side of Glen Ellen, on the eastern part of the Agua Caliente grant, was the Ten Oaks Vineyard of Kate Warfield, who had to fight off a dozen lawsuits over possession of the vineyard at the death of her husband, Dr. J.B. Warfield.

One gathers that her acumen might not have been appreciated by some of her male counterparts. When Ten Oaks brandy was awarded first premium at the 1885 State Fair, her miffed competitors demanded a second test. The retest confirmed the results and her award.

WARFIELD raised fruits, poultry and thoroughbred livestock on her 200 acre ranch. Eighty acres of vines provided all the grapes for her winery, which featured a steam-powered elevator, crusher, and stemmer. Warfield had a decidedly artistic touch. Her winery's oak barrels were fitted with nickel-plated hoops and their lavendar-colored ends were lettered in gold. She also fashioned lovely gowns and did needlework until her death by pneumonia in 1892.

Warfield's neighbor and onetime partner was Charles V. Stuart (another Scot), whose wife, Ellen, gave her name to the town Glen Ellen. Stuart produced some 25,000 gallons of wine each year and his name survives in Stuart Creek, which runs down to the valley from the eastern foothills.

West of Glen Ellen at the junction of Sonoma and Graham creeks (the mouth of Bennett Valley), was the vineyard and winery of Alfred La Motte. Though he had a fine vineyard (replanted to resistant stock after phylloxera), La Motte is probably more to be remembered for a less successful venture. In 1878, noting the proliferation of trout in local streams, he formed the Lenni Fish Propagating Company with a capitalization of $30,000.

La Motte built a sturdy dam on Graham Creek and an 1800 foot flume. There was a 50 x 25 foot hatchery, a filter house, a carpentry shop, a butcher shop, barracks for workmen, and an office. "But," as Frona Wait tells us, "twice, when the first hat-

Please turn to page 54

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The unsung heroes

Continued from page 53

chings had nearly reached a marketable size, heavy freshets carried away the dam, and on the second mishap the enterprise was abandoned."

A magnificent stone winery structure, built in 1886 by German emigrant Emanuel Goldstein, survives only to point to the fine Monte Rosso Vineyard of Louis Martini, splendidly draped across several peaks of the Mayacamas ridge just below Bismark Knob. Goldstein had come overland to California with the 49ers, founding the wholesale grocery firm of B. Dreyfus and Company in San Francisco.

IN 1881 he planted the vineyard at the top of Moon Mountain Road (then Goldstein Road), later doubling its size from the original 100 acres, and built the winery (called Mount Peak only by himself) in 1886. Three years after his death (1892), Dreyfus and Co. became one of the incorporating partners of the California Wine Association.

In the undulating western hills above Glen Ellen was the Tokay Vineyard of the large San Francisco wine firm of Kohler & Frohling. Kohler bought the vineyard in July, 1873 from Jackson Temple, who was later to become a State Supreme Court Justice. Over the following six years a stout stone winery was erected by Chinese workmen. A distillery and sherry house (1884) were also constructed.

By 1889 there were 250 acres of vines and the winery held 200,000 gallons of wine. Eight years after Kohler's death (1887) portions of the ranch, excluding the winery buildings, were sold to Joshua Chauvet. Fifteen years after that, the winery buildings and other parts of the estate were purchased by author Jack London. London turned the winery, damaged by the 1906 quake, into a spacious residence and used the sherry house for his English Shire horses. The Jack London State Park now covers much of the estate.

Chauvet had purchased a saw and flour mill, on the Sonoma Creek in Glen Ellen, from General Vallejo a few years after California's statehood. There he built a three story adobe winery in 1881. The stemmer, crusher, and press were run by water power, drawn from a reservoir 150 feet above the building. Four years later he purchased part of the Tokay Vineyard and imported an Egrot distilling apparatus to produce brandy from the fruit of small growers in the area.

OF CHAUVET, Wait said, "(He) owns a large portion of the town of Glen Ellen and the camping-ground, and (his) springs supply by pipes the town with water." She also noted that he possessed the largest wine tank in the district, one holding 10,000 gallons. The facility now houses the operations of J.J. Haraszthy & Son.

South of Glen Ellen was the Madrone Vineyard, originally part of the Agua Caliente Rancho, a part of which (640 acres) was once deeded by General Vallejo to his children's music teachers in exchange for their lesson.

Part of this land was purchased in 1851 by Joseph Hooker, who later gained fame as the Union General "Fighting Joe Hooker" and whose camp followers were dubbed -- "hookers." By 1876 this land was farmed by George Whitman, who was making 50,000 gallons of wine each year.

In 1883 Madrone Vineyard came to Eli Sheppard, a Civil War veteran who had been American consul to China. Sheppard replanted the vineyard on phylloxera resistant stock and once harvested 50 tons from a 3.5 acre block of Zinfandel.

Sheppard retired to San Francisco in 1888, selling Madrone to George Hearst. The father of William Randolph Hearst, George Hearst had been mine owner, newspaper publisher, and U.S. Senator before becoming a winegrower. But he died just three years after acquiring Madrone, which his wife then sold to the California Wine Association. After widely varying ownership, in 1941 Madrone came into the hands of the Parducci family, which still operates the Valley of the Moon Winery on Madrone rd.

Lest it appear that winegrowing in the last century was restricted to the upper valley, it should be known that there were several dedicated growers who braved the frost and cool climate of the Huichica district east of Sonoma. The most known of these were the Gundlachs, the Bundschus, and the Dresels of Vineburg's famed Rhinefarm.

It was in 1856 that Jacob Gundlach and Emil Dresel purchased 400 acres just south of the eastern section of Buena Vista. Two years later, they built a winery and began setting out vines that would eventually cover the entire tract. Dresel, who died in 1869, was succeeded by his brother, Julius, who would become known for his work with resistant rootstock in the battle to overcome phylloxera. Charles Bundschu joined the firm after marrying Gundlach's daughter.

Gundlach-Bundschu Company garnered awards locally and nationally. At the World's Fair of 1893 it earned premiums for its Sauterne, Semillon, Chateau, Chambertin, Cabernet, Sherry, and Tokay wines. The Rhinefarm was the site of Sonoma's first Vintage Festival (1896). But the firm teetered when the 1906 earthquake demolished its vast San Francisco cellars, then toppled when Prohbition became the law of the land. It would not be until 1973 that the Gundlach-Bundschu name would again be known in the world of wine.

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True challenges for people like the Sangiacomos, Cervantes, and Sallee

Working for the harvest-- old battles, new methods

By SANDY SANDERS

With all the hazards of grape growing, from weather extremes of frost, drought and shattering of grapes in very hot temperatures to problems with pests, mildew, fungi or viruses, one might think that vineyard owners and workers believe they have a tough task.

Actually the Sangiacomos, who began cultivating grapes some eight years ago after many decades growing other fruits, don't seem awed by the hazards they face.

"We think pears are a lot tougher to grow," explained Angelo Sangiacomi, indicating that pears take more water, are more susceptible to pests and generally have more problems.

One of the Sangiacomo family's right-hand men, Salvador Cervantes, agreed that grapes are easier to work with. "You aren't in danger of being killed," he said, since there are no high ladders to climb while weighted down with sacks of fruit. Pruning too is much easier on vines than on trees.

He characterized vineyard work as pleasant, comparatively easy and well paid, and also spoke of his pleasure in seeing the grapes mature.

According to the Sangiacomos, about half of the vineyard workers are women, because the work is not so physically demanding as many other kinds of agricultural labor.

Deputy Agricultural Commissioner Jim Sallee pointed out that the local soil is very nutritious, though people often complain about the heavy clay. "Most of the basic elements are present in our soil," he noted. "We really have a very good soil quality."

NEW ROOTSTALKS, primarily AXR-1 and the improved St. George, also give valley growers an advantage these days, since they are resistant to virus diseases as well as to the insect phylloxera, which destroyed many early vineyards here.

Vines planted in the last 10 to 15 years, Sallee predicted, may last up to 60 or 80 years because of their virus resistance, so "It's really hard to say anything about the lifetime of a vineyard."

The round of seasonal tasks in a vineyard is lighter after harvest, when most of the work involves clean-up: removing boxes, buckets or other equipment, and clearing out broken branches or twigs.

The Sangiacomos don't start pruning the vines back until the first week of January; and then it takes a little over two months to finish their 300 acres.

Sallee explained that pruning may begin any time after mid-November, when the leaves have fallen; but if growers prune early, they may get early bud development which can be damaged by frost, so they often wait until January or February to begin.

Most growers prune the vines back to four lateral canes, but the Sangiacomos leave only two because they believe the quality of the grapes is better that way.

The two canes are tied to the bottom wire, with the top wire left free for runners later in the year. Each cane has about 10 to 12 eyes or buds which will be the source of new growth.

The Sangiacomos are considering a new way of pruning called the "cordon method," wherein the same lateral canes are left to thicken along with the trunk of the vine, instead of being replaced each year with new horizontal canes.

CERVANTES, who first worked with grapes some 15 years ago in Lodi, is an advocate of the new method, because he believes the vines will have less ground to make up and so will produce better.

In Lodi the grapevines, some of them 60 years old, had been left to grow like little trees with branches in every direction, instead of being neatly pegged out along the rows as they are now.

Now the picking is easier, said Cervantes, and it is also better

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Working for the harvest

Continued from page 55

for the grapes, since they get more light and air. Sallee also noted that clusters of berries in the shade are more susceptible to insects.

Fortunately, the valley has few insect pests, although ladybugs may be introduced for biological control. There may be creatures such as leafhoppers, tomato hornworms or thrips, said Sallee, but usually there aren't enough to spray.

The Sangiacomos begin cultivating the vines, getting rid of the weeds, in March, but don't water 80 percent of them. As Bob Sangiacomo explained, a mature vine's rots will go down six feet into the soil, so they only irrigate where the topsoil is shallow.

"We found out that we get better quality when we don't irrigate," commented Angelo Sangiacomo, adding that the sugar-acid ratio in the grapes is better in dry-land vineyards.

However Sallee said that drip irrigation is becoming more popular in some newer vineyards, where central controls govern the release of water according to weather conditions.

Dry vineyards had a bad time in the drought, he added, though berry sizes everywhere were smaller then.

PEST CONTROL begins with sulphuring in April or May, when the shoots are between six and 18 inches long. "The more vineyards that we have each year, the more the powdery mildew gets worse," commented Sallee.

To avoid powdery mildew, a fungus which affects foliage, canes and the grapes themselves, growers sulphur from two to six times a year, usually about once every 21 to 25 days. Many use dusting machines and there is also a form of sulphur that can be sprayed.

A serious hazard in the spring is frost which comes after the vines have begun to bud in March, and which came as late as June one year recently.

Small growers prune late and hope for the best, but growers with more acreage may invest in one of two frost control systems.

The best, explained Sallee, is to spray water directly onto the leaves and stems just before the freeze begins, so that a thin coating of ice forms a protective shell, preventing the plant cells from expanding and bursting.

Since late frosts come only a few times a year in this valley, however, many growers depend on wind machines, which mix the warmer upper layers of air with the colder air below.

The Sangiacomos start their wind machiens when the temperature hits 33½ to 34 degrees, which usually happens at about 2 or 3 a.m. A temperature-sensitive alarm wakes them up, though sometimes on the coldest nights they sit up to watch and wait.

SPRING growth will be best if the valley has had a cold winter, which it did not have during the drought. "It's like getting a good night's sleep," Sallee explained. If there are warm spells, the vines may put forth feeder roots too early; and two or three of these false starts can seriously weaken them.

If there are early spring rains, with sun and not much wind, the vineyards may be susceptible to another fungus known as botrytis, which destroys new growth.

Soime three or four years ago, botrytis was a real problem, said Sallee, and maybe five to 10 percent of the overall crop was lost. "We thought at the time it was going to be much worse than that," he remembered.

If some years there is not enough sun, other years the sun itself may be a hazard. With temperatures over 95 degrees, developing green berries can shatter and fall. Watering can help only if done a few days before the hottest weather.

In late August and September, as the berries color and sugar levels rise, those exposed to hot mid- and late-afternoon sun may also be subject to discoloration and sometimes eventual rot from overexposure.

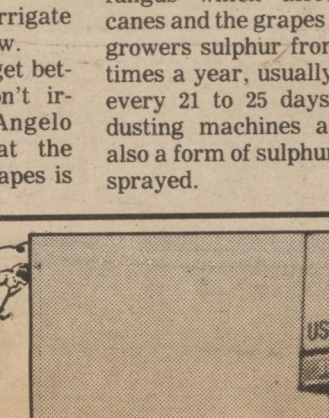
At harvest time, suddenly many vineyards may need to be worked at once. As Sallee noted, "The question isn't 'Shall I pick today?' It's 'What shall I pick today?'"

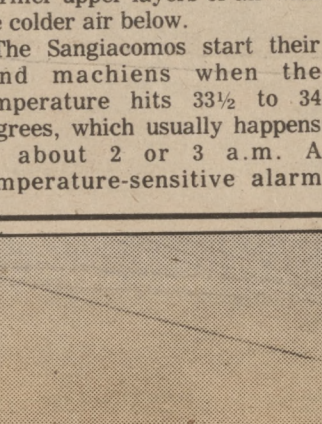
Typically, wineries have paid growers according to the sugar content in their grapes and have controlled acid levels by mixing different lots; but recently more wineries are setting ceilings on sugar content and are advising

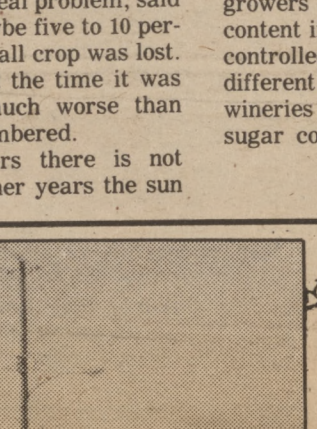
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Working for the harvest



DEPUTY AGRICULTURAL Commissioner Jim Sallee does an early courtesy test of sugar levels in one valley vineyard. The refractometer he holds measures soluble solids (sugar) in the juice from test grapes, with the level showing as a line of shadow along the viewfinder's grid. Similar tests when the grapes are brought in for crushing set the price a grower will get for his produce.

Continued from page 56

the growers what kind of sugar-acid balance they want.

MANY LARGE growers depend on migrant labor to deal with the cycle of work, with most seasonal workers coming in to help with the pruning, tying, staking and suckering, then going on to the central valley to work until harvest.

Salvador Cervantes works on the Sangiacomo vineyards at least 10 months a year, not only pruning and picking, but also planning new vineyards.

Once a year he and his wife return to Mexico. "We are internationals," he said with a smile; they are at home in both countries.

He called the life of the vines "a happy story in the world," adding that he likes them also because everything is used, even leaves in cooking, and because one can make one's own wine from the grapes as well.

He claimed two properties for home-made wine: a rich color which shows it has not been watered down, and a lack of chemicals, so that any ill sensation the morning after disappears quickly.

Although this season has been cool and sugar levels are still low, the Sangiacomos are not worried. Angelo's brother Bob estimated that the grapes were just about a week late at the beginning of September, though that could change. "Sometimes it plays catch up," he commented.

"Pretty well every year's a vintage year," commented Angelo Sangiacomo, as long as there isn't too much rain during harvest. Even last year they had good quality grapes, with less early rain than in the north county.

Sallee also noted that 1979 was considered a good year in many quarters, with ideal grapes at the beginning of harvest, though some late harvest varietals like Cabernet Sauvignon lost ground and had to be picked below their peak.

But, he added, this valley hasn't yet faced feast or famine, a supreme harvest or one that is lost altogether. "We can generally expect a little below average or a little above average consistently," he explained. "Generally we're a pretty stable area for grape production."

A sweet-- and costly wine!

Callaway Vineyards (down in the high desert country) won a gold award at the L. A. County Fair this year for its Callaway 1978 "Sweet Nancy," named for owner Ely Callaway's wife.

It's a very sweet white wine, produced from Chenin Blanc, heavily infected with the beneficial mold Botrytis cinerea.

This particular vintage was harvested at an amazing 48 degrees sugar, with a diabetic's nightmare 16.9 percent residual sugar remaining after fermentation.

A couple of ounces of this golden nectar should satisfy most any sweet-tooth for at least a week.

Just being released, the wine's suggested retail will be in the $50 range, according to wine columnist Jerry Mead.

Yep, that's Fifty Dollars!



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–Sept. 1976 photo by John Haskett, Glen Ellen

Where there was a will, there was a way

How they 'turned on' during Prohibition

By WILLIAM F. HEINTZ

"200 Gallons of Fresh Grape Juice delivered to your door."

That was the wording used in advertisements placed in newspapers throughout California during Prohibition. The ads, however, failed to mention the small label attached to each barrel of juice:

WARNING: DO NOT STORE IN A DARK CLOSET NEAR A HEATER FOR THREE WEEKS OR CONTENTS WILL TURN INTO WINE.

Italian Swiss Colony winery, which ran this ad, sold hundreds of thousands of gallons of juice between 1919 and 1933 when Prohibition ended. It was their way of coping with a law that was extremely unpopular with the public but which did allow each household in America to legally make 200 gallons of wine annually.

This year marks the Sixtieth Anniversary of Prohibition. With each passing decade, the real story of Prohibition, or its failure, seems to become more confusing.

Certainly, Andrew Volstead and his followers succeeded in bringing about a very crippling blow to the wine industry. Nearly six hundred wineries in California **alone**, were closed. But the **real lesson** of Prohibition is that **America** 'turned on' to wine like never before.

Before Prohibition became the law of the land in January, 1920 (implemented by the Volstead Act), prices for fresh grapes began climbing and continued to do so for five years. A ton of grapes which once sold for $25, brought $90, then $150, and even up to $400 for the Alicante Bouschet. Many grape farmers paid off the mortgage on their farms.

THIS SKYROCKETING price was due, of course, to the home production of wine. In order to make that act as effortless as possible, Italian Swiss Colony delivered fresh juice right to your door.

California Fruit Industries of Delano, packaged its "Vine-Glo" juice in five and ten gallon kegs boldly labeled "Port" or "Tokay, Burgundy, Claret or Riesling." They sold for $14 and $24 respectively.

BUSINESS WEEK magazine in describing Vine-Glo's advertising noted that a warning label indicated the juice could turn into wine once the wooden bung was removed and the "contents exposed to air." Federal agents eventually closed down the experiment, first tried in Milwaukee, Wisconsin.

A more ingenious idea, perhaps, were the "Wine Bricks of Bacchus." They were chunks of dehydrated grape juice concentrate, widely sold in the East -- for a while.

LITERARY DIGEST in August, 1931 provides a record of the sales pitch used by a pretty young woman at a Fifth avenue store in New York:

"You dissolve the brick in a gallon of water and it is ready to be used immediately.

"Do not place the liquid in this jug and put it away in the cupboard for twenty-one days, because then it would turn into wine.

"Do not stop the bottle with this cork containing this patented rubber siphon hose, because that is necessary only when fermentation is going on. Do not shake the bottle once a day, because that makes the liquor work."

Federal agents closed down this little project, too, but for awhile it was another way of coping with the foes of drinking wine with dinner.

If you lived in Sonoma county, you were much luckier than the rest of the nation during Prohibition. Wine was available at the back door of many smaller wineries. (The front door was safe enough at night.)

When the wine ran out, however, the building had to be burned down.

THE TORCH was necessary

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Wine Grape Juice

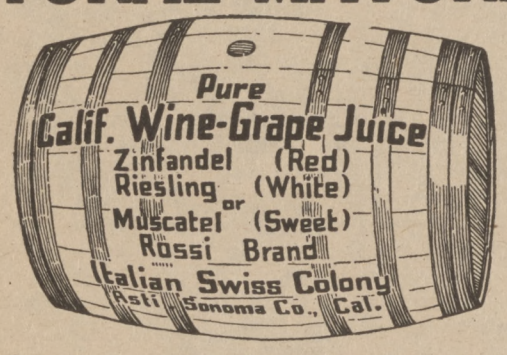
Distributors Wanted

RIGHT NOW offer your customers

200 GALLONS

OF OUR

NATURAL MATURED



Shown above is a portion of an advertisement that appeared in the April 1, 1924 edition of the California Grape Grower publication, illustrating just how people during Prohibition managed to get their hands on a product that, with the proper "treatment" could conveniently turn into wine.

'turned on'

Continued from page 58

because strict records had to be kept of wine in storage. The owner had to artfully cover his misdeeds by "carefully" sloshing 50 gallons of old Burgundy on the floor and out the front door. This deception simulated what supposedly happened when the wine tanks burst in the fire.

(Winery fires were reported rather frequently in county newspapers, especially in the early '20s).

The results of this frequent and varied activity on behalf of wine over a 14 year period, should not be at all surprising.

The commercial production of wine annually in this country had averaged about 45 million gallons in the years just prior to Prohibition!

HEARINGS held by a Joint Congressional Committee of the U.S. Congress in 1930, clearly document that since production now totalled 150 million gallons each 12 months. Only about 5 million of that was altar wine, permitted for religious use.

We were clearly a wine consuming nation by the close of Prohibition on December 6, 1933.

Mystery of Haraszthy's missing grape varieties

There is still considerable mystery surrounding the 300 plus grape varieties Agoston Haraszthy brought back with him after a vine gathering trip to Europe in 1861. His list includes most of the prominent varietals now grown in California.

Historians, however, are turning up more and more evidence that various other individuals deserve as much if not more credit for introducing these vines in the state.

This contradiction and mystery may have been solved now through a newspaper article just located in the Jan. 20, 1877 SAN FRANCISCO BULLETIN. Titled "California Vinculture," the story points out:

"The Haraszthy family holds a conspicuous place in the history of California wine-making. The elder Haraszthy (now deceased) was associated with some of the earliest efforts of wine-making on a systematic basis."

The long article describes Haraszthy's travels in Europe, collecting the vines and their replanting at Sonoma:

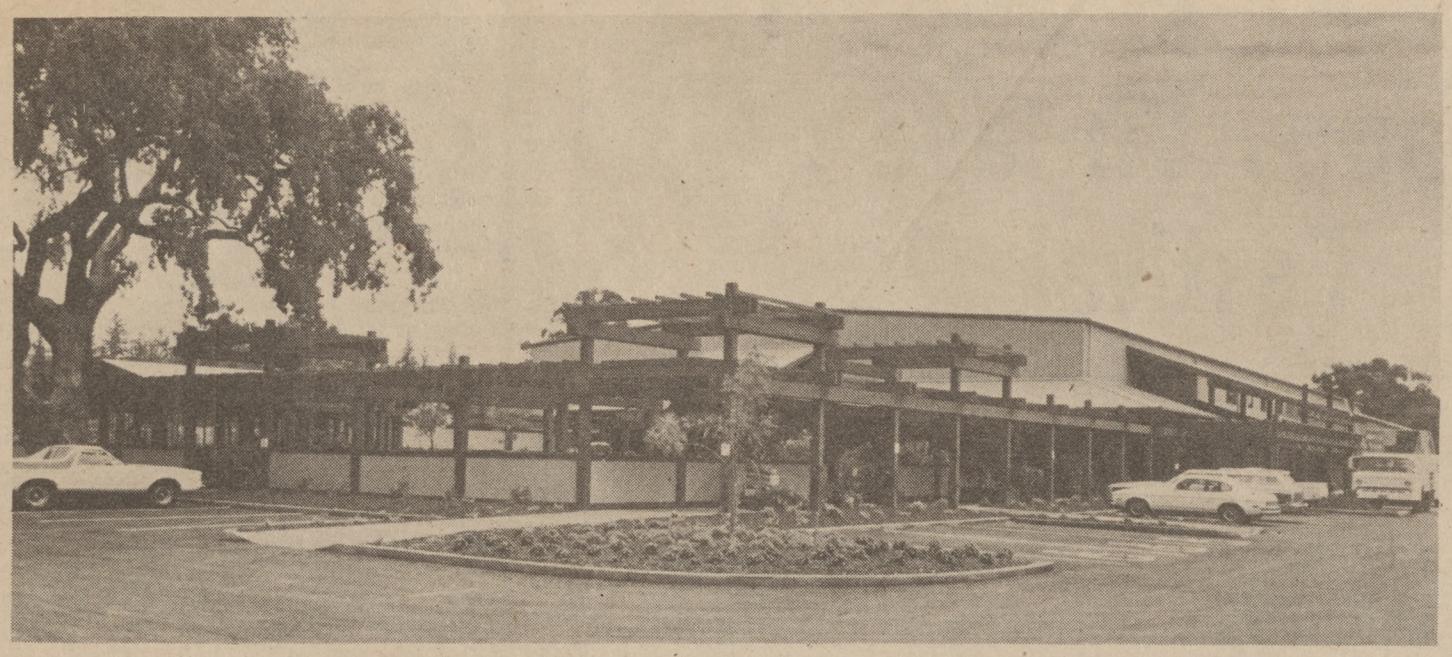
"THE ROWS were laid out four feet apart, but before the experiment of such close setting had been tested, Mr. Haraszthy's connection with the Buena Vista Vinicultural Society as its Superintendent, ended.

"His successor did not believe in close planting, and one of the first things he did after taking the Superintendency was to plough up every row of the young vine plants, each way of the vineyard.

"Each variety had been laid out in a separate row, so that many varieties which had been so carefully collected and imported, were totally destroyed by this one act of Mr. Haraszthy's successor. What varieties were thus destroyed has not yet been ascertained."

--W. F. Heintz

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ALL ITEMS SUBJECT TO STOCK ON HAND

A few tips on tipping the wine glass

It's all just a matter of taste

By ROBERT BAER

Since the annual Vintage Festival draws a large number of visitors, there are undoubtedly quite a few guests who are on their way to their first experience in wine-tasting.

Hence, it seems appropriate to provide a basic guide of some things to look for in Sonoma Valley wines to help guide such initiates as they explore the wineries in the Valley of the Moon.

To begin, wines come in two basic groups, table wines and dessert (or fortified) wines. Table wines are those made from grapes alone, while dessert wines have brandy added to act as a preservative. These wines are intended for either cocktails or after-dinner drinks and have a much higher alcohol content as well.

Within the table wine category are three basic groups, white, red and rose wines. Wines in these three groups are also divided into two main areas. They are either varietal (made predominantly from a certain variety of grape, such as Chardonnay or Zinfandel), or they are generic (blended wines that refer to a specific wine growing region, such as Chablis or Burgundy).

WHITE GRAPES make white wines, red grapes make red wines. The rose wines, however, are also produced from red grapes. The winemaking procedure for this category uses techniques employed in making both red and white wines and results in a very light-bodied pink wine as opposed to the full-bodied red that is derived from the same grape.

In each category, table wines can be further sorted into three main divisions, dry, semi-sweet or sweet.

This classification indicates the sugar content present when fermentation has been completed and the juice of the grapes has been turned into wine.

Dry wines are those with no discernable sweetness. These wines are most commonly served with meals or as a cocktail.

SEMI-SWEET wines are those that give a hint of sweetness to the palate. They usually contain from one to two per cent residual sugar and are served either with meals or to accompany light snacks or dessert.

The sweet wines have a predominant sugary taste. These are also served with light snacks, but are usually served in small amounts as an after-dinner drink.

White wines are made from the juice of the grapes along and fall within all three of these divisions. Chardonnay, Sauvignon Blanc and Chablis are examples of dry table wines. Green Hungarian, Gewurztraminer (Guh-vertz-trah-mee-ner, the most mispronounced wine you'll find at any tasting room) and the wines made from the Riesling grape family are examples of semi-sweet wines.

Sweet white wines would include Sauternes, Tokay and also sweeter versions of Gewurztraminer and Rieslings. These sweeter versions usually bear the indication "late harvest" on the label. Comparable imported wines, from Germany for example, would state either "auslese", "spatlese", or the tongue-twisting "trockenbeeren-auslese".

These are wines made from grapes that have an exceptionally high sugar level when they are harvested. Thus, when fermentation reaches the desired alcohol level (usually between 10-14 percent) there is a large amount of sugar left.

RED WINES, on the other hand, are made differently and are usually dry.

One exception would be port, a fortified wine that usually has an alcohol content of at least 17 percent.

In red wines, one quality to look for is the astringency.

This is the puckery sensation in the mouth that is derived from the presence of tannin (which serves as a preservative) present in the wine from fermenting the juice along with the grape skins and seeds, as well as the tannin from the oak barrels in which the wine is aged.

The taste of red wines usually richer and far more complex due to the difference in processing and the fact that they are aged, usually for several years, before being released. White wines on the other hand are marketed quickly. Also red wines improve with age, while whites generally deteriorate after a long period of time.

Rose wines are made from the same grapes that make red wines (such as a Pinot Noir Rose or a Cabernet Rose), but are made in a way that uses techniques applied in making white wines as well.

The skins and seeds are allowed only brief contact with the juice before they are separated after the desired coloration of the juice is achieved.

Rose wines are either dry or semi-sweet and are acceptable either with meals or by themselves.

WHEN TASTING wines, three of the five senses play important roles in evaluating a wine. They are sight, smell and, quite naturally, taste.

Sight allows one to evaluate both the color and clarity of a wine.

Evaluation of color can be listed as either low, medium or deep. In white wines the corresponding hues would be straw, yellow and golden, with sweeter wines having a more pronounced coloration. Red wine classifications run from pink to red to purple or violet, depending on the variety of wine and its amount of aging.

Clarity of a wine ranges from brilliant to clear to dull or cloudy.

A properly made wine will appear sparklingly clear when the glass is raised to the light. A clear wine lacks such high brilliance, but does not approximate one which is cloudy-appearing. Wines in the dull category reveal suspended particles or residues when viewed closely. While the presence of particles does not necessarily mean the wine is in-

Please turn to page 62



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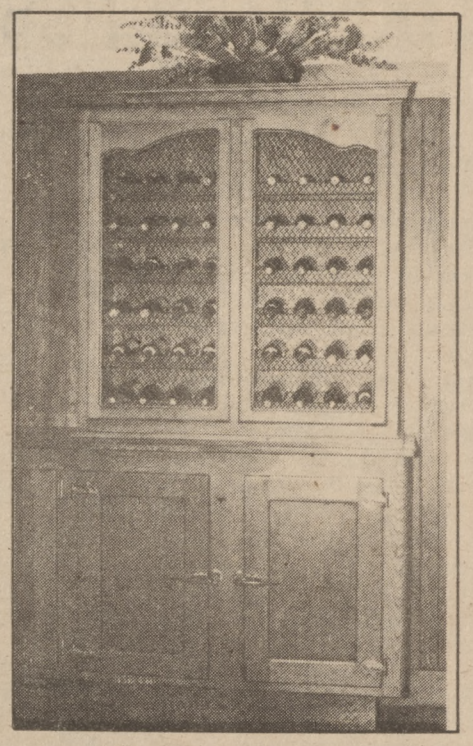
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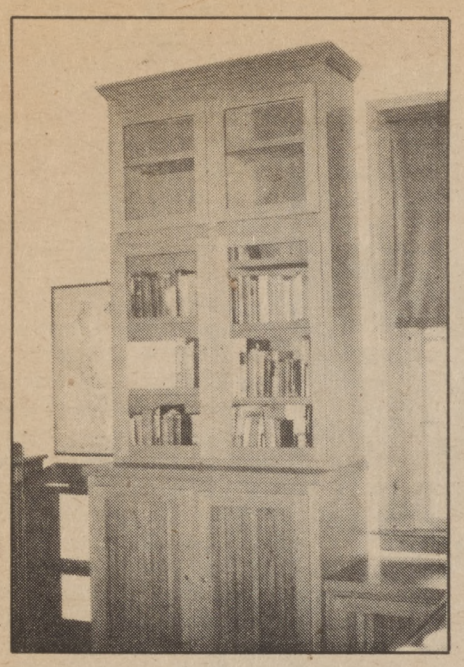


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Those names given the grapes and wines

Burgundy

"Burgundy" is the Anglicized version of the French "Bourgogne", an old French province south of Paris and wine region of world repute. There, some of the finest red and white wines are grown. The three main regions, north to south, are Chablis (whites), Cote d'Or (full-bodied reds), and Beaujolais (light, fruity reds).

In California Burgundy is the name given to a "generic", or blended, wine made to resemble the full-bodied red wines of the Cote d'Or. Sebastiani, for instance, blends Zinfandel, Carigane and Petite Sirah grapes to make its Burgundy.

Chablis

"Chablis" is a small town located in the northern part of the famous wine region of Burgundy, just southeast of Paris in the department (similar to our American county) of Yonne. Wines named Chablis are the most highly regarded of the "White Burgundies". They are noted for their tart, flinty flavor and are made from the Pinot Chardonnay grape.

In California, wines named Chablis are made from a blend of grape varieties to resemble the characteristics of their European counterpart. Among the most prominent grapes used are French Columbard, Semillon and Sauvignon Blanc. The favorable climate and rich soils of the North Coast Counties provide us with grapes from these varieties which are rich and properly balanced for fine wine production.

Zinfandel

The history of the Zinfandel grape is a mysterious one. It was being made into California wines as early as Pre-Civil War days. Despite intensive research, the origin of the grape is still not definitely determined. It has recently, however, been connected with a variety in Italy, but further tests must be conducted before a definite conclusion can be drawn.

When grown on hillside vineyards and in a cool district, such as Sonoma, this wine develops into a varietal wine of unique characteristics.

Barbera

One of the best known wine regions of Italy is the Piedmont. Here on steep hillsides some of Italy's finest grapes are grown. The Barbera originated here and its wine is rated among the best of the country.

An early ripening variety, this grape produces its finest wines when grown in cool climates such as the North Coast Counties of California. This prolonged growing season results in a fuller, higher acid grape.

Courtesy Sebastiani Vineyards



THE FINE ART OF TASTING WINE
Red, white or rose, there's always something to be learned
(Photo by Robert Baer)

Tasting

Continued from page 60

ferior, it is nevertheless a good indicator of its condition and the degree of quality preparation given to making it by the winery.

The sense of smell gives us the broad category often referred to as "nose".

The "nose" of a wine comprises two major categories, aroma and bouquet.

AROMA is the odor derived form the grape used in making the wine and is classified as either varietal, distinct or vinous.

A varietal aroma denotes a scent that is traceable to a particular grape-variety. Gewurztraminer for example, has a very recognizable aroma. Distinct indicates an unidentifiable varietal odor, while vinous means there are no recognizable varietal odors.

Bouquet refers to odors that result from the processing or aging of wine. Classifications for bouquet are simple, moderate and complex, and would include scents of alcohol, sweetness and woody odors.

A simple bouquet has little note, while a moderate one gives off some recognizable characteristics, such as the sweetness of a late harvest Riesling or the woody scent of a Zinfandel.

A complex aroma indicates an abundance of scents and is easily detected in well-made or finely aged wines. For example, in a good Cabernet it is possible to detect a bell pepper aroma amidst the woody smells and aroma of alcohol.

But these simple examples of qualities to look for in wine. There are numerous other qualities such as total acidity, astringency and acescence as well, to name just a few.

The real joy in tasting wines is that the qualities mentioned in the article are purely subjective ones. They are based exclusively on the palate of the individual.

ONE PERSON'S sensation that a particular wine is overly sweet or much too astringent proves quite the opposite to the next person tasting the same product. This is one aspect that makes wine tasting an educational experience as well as an enjoyable one.

The broad range of wines available means that there is something to please even the most demanding consumer. The fun comes from exploring all of the avenues of tasting available and determining one's personal favorite or favorites.



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PROGRAM

Friday, September 19

6:30 - 9:30 p.m.	Patron Wine Tasting	Buena Vista Winery

Saturday, September 20

11:00 a.m.	Blessing of the Grapes	At the Mission
11:30 - 12 noon	John Lytle, Harmonica	S.E. Corner Plaza
12:00 - 2:00 p.m.	Glenn Blair's Dixieland Band**	S.E. Corner Plaza
12:00 - 12:30 p.m.	Manti-Chorus	N.W. Corner Plaza
12:00 - 12:30 p.m.	Doradus (guitar and Harp)	In the Mission
1:00 p.m.	Vallejo-Haraszthy Wedding	At the Mission
1:30 p.m.	Bear Flag Revolt	N.E. Corner Plaza
1:40 p.m.	Jazz-er-cise	N.E. Corner Plaza
2:15 - 3:00 p.m.	Sonoma Valley Chorale	N.E. Corner Plaza
2:00 - 2:30 p.m.	Manti-Chorus	In the Mission
2:00 - 4:00 p.m.	Dave Brady's Jazz Octet**	S.E. Corner Plaza
2:00 - 2:30 p.m.	Doradus (guitar and dance)	In the Barracks
2:00 - 4:00 p.m.	King Pelican	S.W. Corner Plaza
2:00 - 3:30 p.m.	William Forshay, troubador	N.W. Corner Plaza
2:30 p.m.	Britt's Bandits	North of City Hall
2:45-3:15 p.m.	John Lytle, Harmonica	In the Barracks
3:00 p.m.	Grape Stompin'	South of City Hall
3:00 - 3:45 p.m.	Peter Greenwood, guitar	In the Mission
3:30 - 5:00 p.m.	Rudy Downy and the K.C. Special	Grinstead Memorial Amphitheater
3:30 - 4:00 p.m.	Jazz-er-cise	N.W. Corner Plaza
3:45 - 4:15 p.m.	Manti-Chorus	In the Barracks
4:00 p.m.	Britt's Bandits	North of City Hall
4:00 - 6:00 p.m.	Five Piece Western Band**	S.E. Corner Plaza
4:00 - 6:00 p.m.	Second Wind	S.W. Corner Plaza
4:30 - 5:00 p.m.	Peter Greenwood, guitarist	In the Barracks
5:00 - 5:30 p.m.	John Lytle, harmonica	N.E. Corner Plaza
7:00 p.m.	Community Sing with some of Sonoma's leading singers and pianists in a half-hour of old favorites.	Grinstead Memorial Amphitheater

Sunday, September 21

7 a.m.	3rd Annual Vintage Run	Sebastiani Winery
10:00 a.m.	Seven Flags of Sonoma (pageant)	Trinity Episcopal Church (275 E. Spain st.)
11:00 a.m.	Grape Stompin'	South of City Hall
11:00 a.m.	The Neo-Duncan Dancers	Grinstead Memorial Amphitheater
11 a.m. - 1:00 p.m.	Second Wind	N.W. Corner Plaza
High Noon	Britt's Bandits	North of City Hall
12:00 - 2:00 p.m.	Bob Mormon's Dixieland Band**	S.E. Corner Plaza
12:15 - 12:45 p.m.	John Lytle, harmonica	In the Barracks
1:00 p.m.	Vallejo-Haraszthy Wedding	At the Mission
1:00 p.m.	Eye of the Pyramid -- Middle East Folk Dance with Majida Magdelana	N.W. Corner Plaza
1:30 - 2:00 p.m.	Manti-Chorus	Depot Museum
2:00 p.m.	Vintage Festival Parade	E., S. and W. side of Plaza and First st. West to Depot Museum
2:00 - 4:00 p.m.	Sonoma County Concert Band John Weeks, Conductor	N.W. Corner Plaza
3:00 p.m.	Greco Accordion Ensemble	N.E. Corner Plaza
3:30 p.m.	Firemen's Water Fight	Spain st., north side of Plaza
3:15 - 4:00 p.m.	Peter Greenwood, guitarist	In the Barracks
3:30 - 4:00 p.m.	Manti-Chorus	In the Mission
4:00 - 6:00 p.m.	Los Ritmicos Latin Band**	S.W. Corner Plaza
4:00 - 6:00 p.m.	Schellville Southside Blues Band	Grinstead Memorial Amphitheater
4:30 - 5:00 p.m.	Peter Greenwood, guitarist	In the Mission
4:30 - 5:00 p.m.	Manti-Chorus	In the Barracks
5:00 - 6:00 p.m.	June Schaal's Folk Dancers	N.W. Corner Plaza
7:00 p.m.	Closing Community Sing of the Festival -- What better way to close the celebration than to get together and sing?	Grinstead Memorial Amphitheater

NOTE: For any change in time or other scheduled events not listed, please check with the information booth located at the center of the Plaza.

** The instrumental music for this event is made possible by the Recording Companies of America through the Music Performance Trust Fund, a public service organization created under agreements with the American Federation of Musicians. The Grant for this performance was obtained with the cooperation of Santa Rosa Local 292, A.F. of M. and the Valley of the Moon Vintage Festival Association.

Unscheduled major attractions will be at the Depot Park Museum -- one block north of the Plaza on First st. west -- from 1:00 to 3:00 both Saturday and Sunday. Strolling troubadors will be there before and after those hours.

Members of the Kenwood Empire Chapter of the American Guild of Organists will play unscheduled recitals at the Toscano Hotel; The Community Center and at various churches within walking distance of the plaza both days.

About our cover

"A loaf of bread (Sonoma French), a glass of wine (a fine Sonoma Valley variety), and thou . . . in a hot air balloon (Sonoma Thunder) rising with the dawn over the rolling vineyards and lush green hills of Sonoma Valley."

It's not a dream, although our page one cover photo by I-T staff photographer Richard Ammon gives the scene, in Harry Parducci's Valley of the Moon vineyards, a dreamlike quality.

The balloon is "Sonoma Thunder," owned by Don Booker and Wayne Schake, a familiar sight in morning skies these days. To ride Sonoma Thunder call them at 996-1112 or 938-5131.

Credit for the great production color work goes to I-T pressmen Bill Waits and Dave Carpenter, and Art Summerfield of Summerfield Graphics who made the color separations.

Supplement to The Sonoma Index-Tribune September 17, 1980

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